

16th National Conference on Chronic Disease Prevention and Control



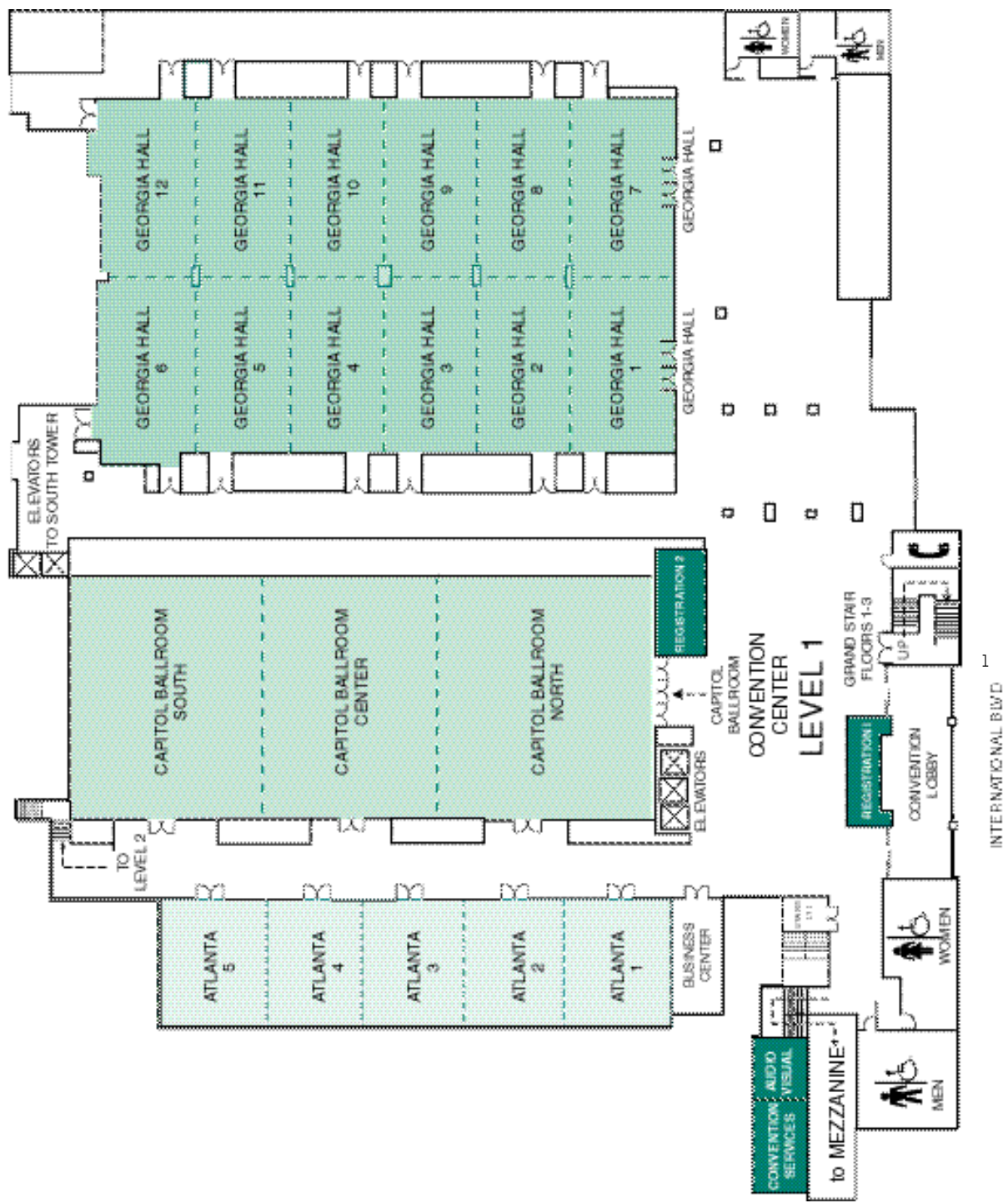
**Cultivating
Healthier
Communities**

through research, policy, and practice

SHERATON ATLANTA HOTEL
ATLANTA, GEORGIA

Sheraton Atlanta Hotel

MAP, Convention Center Level 1



WEDNESDAY, February 27, 2002

7:00 a.m.	REGISTRATION	Convention - Level 1
7:00 a.m.	CONTINENTAL BREAKFAST	Exhibit Hall
8:25 a.m.	EYE OPENER STRETCH	Capitol Ballroom
8:30 a.m.	OPENING PLENARY: Cultivating Healthier Communities Through Research, Policy, and Practice	Capitol Ballroom
	Welcoming Remarks	
	Plenary Presentation Prevention: Yesterday, Today, and Tomorrow	Capitol Ballroom
10:00 a.m.	EXHIBIT HALL OPENS, BREAK AND REFRESHMENTS	Exhibit Hall
10:30 a.m.	AWARD PRESENTATION: The Fries Prize for Improving Health	Capitol Ballroom
12 noon	LUNCH ON YOUR OWN/NETWORKING	
1:30 p.m.	CONCURRENT SESSIONS 1-8	
	National Action Plan for Cardiovascular Health	Georgia 1 and 2
	Orientation to CDC's NCCDPHP, the CDD, and the PRC	Georgia 3 and 4
	Planting the Seeds: Cultivating Effective Partnerships (Part I)	Georgia 5 and 6
	Eliminating Health Disparities in Chronic Disease Prevention and Control	Georgia 7 and 8
	Promoting Quality of Life Across the Life Span: Focus on Research	Georgia 9 and 10
	Health Care Ethics 101	Georgia 11 and 12
	Congressional Perspectives on Chronic Disease Prevention and Control	Atlanta 1 and 2
	Promoting Physical Activity Among Young People: How State Health Departments Are Getting It Done	Atlanta 4 and 5
1:30 p.m.	CONCURRENT ABSTRACT SESSIONS 1-2	
	Creating Policy and Environmental Change to Promote Physical Activity	Capitol Center
	Promoting Healthy Behavior at the Work Site	Capitol North
1:30 p.m.	CONCURRENT SKILLS TRAINING SESSION 1	
	CDCynergy: Training for Chronic Disease State Program Staff and Partners	Savannah Rooms - Level 2
3:00 p.m.	BREAK AND REFRESHMENTS	Exhibit Hall

Conference At-A-Glance

Conference At-A-Glance

WEDNESDAY, February 27, 2002

3:15 p.m.	CONCURRENT SESSIONS 9-15	
	Harvesting the Rewards of Partnerships (Part II) Town Hall Meeting on Partnerships	Georgia 1 and 2
	CDC Updates: Progress on Streamlining and Best Practices in Public Health	Georgia 3 and 4
	Physical Activity and Aging: Emerging Issues and Model Programs	Georgia 5 and 6
	Promoting Quality of Life Across the Life Span: Focus on Policy and Practice	Georgia 7 and 8
	The Ethnicity, Needs, and Decisions of Women (ENDOW)	Georgia 9 and 10
	Utilization of Research in Public Health: Mid-Point Results from the Studies of Two Prevention Research Centers	Georgia 11 and 12
	Let Us Right the Rules Together: Enhancing Capacity for African American Communities and Organizations	Atlanta 1 and 2
3:15 p.m.	CONCURRENT ABSTRACT SESSIONS 3-4	
	Building State Capacity	Atlanta 4 and 5
	Innovative Communication Technologies	Capitol North
3:15 p.m.	CONCURRENT SKILLS TRAINING SESSION 2	
	Web Resources for Evidence-Based Public Health	Savannah Rooms - Level 2
5:00 p.m.	CONCURRENT SESSIONS 16-19	
	Diabetes and Women's Health Across the Life Stages: A Public Health Perspective	Georgia 1 and 2
	Osteoporosis Screening: A Public Health Perspective	Georgia 3 and 4
	Preliminary Discussion of SIPs 23 and 24 — Development of Practical Measures of Protective Social Factors and Social Capital in Racial and Ethnic Communities	Georgia 5 and 6
	Social Marketing 101	Georgia 7 and 8
5:00 p.m.	CONCURRENT ABSTRACT SESSIONS 5-8	
	School Health	Georgia 9 and 10
	Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health	Georgia 11 and 12
	Advocacy for Tobacco Control and Prevention	Atlanta 1 and 2
	Application of Research to Age and Ethnic Groups	Atlanta 4 and 5
5:00 p.m.	CONCURRENT SKILLS TRAINING SESSION 3	
	CDCnergy: Training for Chronic Disease State Program Staff and Partners	Savannah Rooms - Level 2
7:00 p.m.	AWARDS CEREMONY, RECEPTION, AND POSTER PRESENTATIONS	Capitol Ballroom

THURSDAY, February 28, 2002

Conference At-A-Glance

7:00 a.m.	REGISTRATION	Convention - Level 1
7:00 a.m.	CONTINENTAL BREAKFAST	Exhibit Hall
8:30 a.m.	CONCURRENT SESSIONS 20-24	
	Aging: The Public Health Topic for the 21st Century	Georgia 1 and 2
	Sociocultural Environmental Review in the <i>Guide to Community Preventive Services</i>	Georgia 3 and 4
	Genomics and Public Health: Addressing Family History	Georgia 5 and 6
	Strategies for Increasing Nutritious Beverage Consumption Among Young People	Georgia 7 and 8
	Successful Scientific Writing	Georgia 9 and 10
8:30 a.m.	CONCURRENT ABSTRACT SESSIONS 9-11	
	Community-Based Approaches to Eliminating Disparities	Georgia 11 and 12
	Evaluating Health Communications	Atlanta 1 and 2
	Closing the Gap in Screening Services	Atlanta 4 and 5
8:30 a.m.	CONCURRENT SKILLS TRAINING SESSION 4	
	Chronic Disease Prevention Databases on the Web	Savannah Rooms - Level 2
10:00 a.m.	BREAK AND REFRESHMENTS	Exhibit Hall
10:25 a.m.	MID-MORNING STRETCH	Capitol Ballroom
10:30 a.m.	PLENARY PRESENTATION	
	Public Health Across the Life Span	Capitol Ballroom
12 noon	LUNCH ON YOUR OWN/NETWORKING	
12 noon	GOLD MEDAL MILE EVENT	Meet in Lobby - Level 2
1:30 p.m.	CONCURRENT SESSIONS 25-29	
	Closing the Gap Between Research and Practice	Georgia 1 and 2
	Complementary and Alternative Medicine: Implications for Public Health	Georgia 3 and 4
	Integrating Asian Americans/Pacific Islanders Culture into Public Health Programs: Consumer and Provider Involvement	Georgia 5 and 6
	The Challenge: Communicating Effectively with National Policymakers	Georgia 7 and 8
	Evaluation of Social Marketing Programs	Georgia 9 and 10
1:30 p.m.	CONCURRENT ABSTRACT SESSIONS 12-14	
	Comprehensive Nutrition and Physical Activity	Georgia 11 and 12
	Partnership to Promote Health Behaviors	Atlanta 1 and 2
	Issues in Arthritis and Asthma	Atlanta 4 and 5

Conference At-A-Glance

THURSDAY, February 28, 2002

1:30 p.m.	CONCURRENT SKILLS TRAINING SESSION 5	
	How to Use the NCHS Data Warehouse on Trends in Health and Aging for Chronic Disease Studies, with Examples from Heart Disease	Savannah Rooms - Level 2
3:00 p.m.	BREAK AND REFRESHMENTS	Exhibit Hall
3:15 p.m.	CONCURRENT SESSIONS 30-34	
	Eliminating Health Disparities — The Impact of Law on Hispanic/Latino Health	Georgia 1 and 2
	Measuring the Impact of Community-Based Research	Georgia 3 and 4
	Evidence-Based Findings on What Works in Chronic Disease Prevention and Control from the <i>Guide to Community Preventive Services</i>	Georgia 5 and 6
	Writing for the Web	Georgia 7 and 8
	Policy-Making at the State Level: The Critical Role of Voluntary Organizations	Georgia 9 and 10
3:15 p.m.	CONCURRENT ABSTRACT SESSION 15	
	School Health and Policy	Georgia 11 and 12
3:15 p.m.	CONCURRENT SKILLS TRAINING SESSION 6	
	KidsWalk-to-School Interactive Web-Based Train-the-Trainer Workshop	Savannah Rooms - Level 2
3:15 p.m.	CONCURRENT ROUNDTABLE SESSION 1 (TRACKS 1, 2, 4)	Capitol North
	Advocacy for Chronic Disease Prevention and Control	
	Creating Policy and Environmental Change	
	Eliminating Disparities	
3:15 p.m.	CONCURRENT ROUNDTABLE SESSION 2 (TRACKS 3, 7)	Capitol Center
	Social Marketing and Communications	
	Healthy Behaviors and Quality of Life at Every Age	
3:15 p.m.	CONCURRENT ROUNDTABLE SESSION 3 (TRACKS 5, 6, 8)	Capitol South
	Creative Partnering	
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	Building on Research Findings and Methods	
5:00 p.m.	CONCURRENT SESSION 35	
	Media Training for Public Health Professionals	Georgia 1 and 2
5:00 p.m.	CONCURRENT ABSTRACT SESSIONS 16-21	
	University/State Health Department Partnerships	Georgia 3 and 4
	Promoting Physical Activity Among Adults	Georgia 5 and 6
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	Approaches to Measure and Reduce Health Disparities	Georgia 9 and 10
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	Promoting Good Nutrition	Capitol Center

FRIDAY, March 1, 2002

7:00 a.m.	REGISTRATION	Convention - Level 1
7:00 a.m.	CONTINENTAL BREAKFAST	Exhibit Hall
8:30 a.m.	CONCURRENT SESSIONS 36-39	
	Unlucky Numbers: Gambling with American Indian/Alaskan Native Health	Georgia 1 and 2
	Methods for Determining Economic Returns to Disease Prevention and Control Programs	Georgia 3 and 4
	Progress Report on CDC's National Youth Media Campaign	Georgia 5 and 6
	What's Law Got to Do with It? Using Law as a Chronic Disease Intervention	Georgia 7 and 8
8:30 a.m.	CONCURRENT ABSTRACT SESSIONS 22-26	
	Advocacy for Arthritis Prevention and Control	Georgia 9 and 10
	Health Behavior Research	Georgia 11 and 12
	Statistical Epidemiological Methods	Atlanta 1 and 2
	Disease Management	Atlanta 4 and 5
	Creating Policy and Environmental Change at the Work Site	Capitol South
8:30 a.m.	CONCURRENT SKILLS TRAINING SESSION 7	
	State and Community Use of BRFSS HRQOL Data for Planning and Evaluation	Savannah Rooms - Level 2
10:00 a.m.	BREAK AND REFRESHMENTS	Exhibit Hall
10:25 a.m.	THE FINAL STRETCH	Capitol Ballroom
10:30 a.m.	PLENARY PRESENTATION	
	Patients as Partners: Helping Patients Learn to Self-Manage	Capitol North and Center Ballrooms
12 noon	CLOSING REMARKS	Capitol Ballroom

Conference At-A-Glance

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Planning Committee

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CONFERENCE HIGHLIGHTS

The theme, “Cultivating Healthier Communities Through Research, Policy, and Practice,” captures the opportunities and challenges we face at the beginning of the 21st century in chronic disease prevention and control. The subthemes below, which have served as a framework for conference planning, are touchstones for effective public health action now and in the future.

- Creating policy and environmental change.
- Eliminating health disparities.
- Promoting healthy behaviors and quality of life at every age.
- Implementing social marketing and communication campaigns.
- Advocating for chronic disease prevention and control.
- Fostering creative partnerships.
- Addressing emerging issues in chronic disease.
- Building upon research findings and methods.

PLENARY HIGHLIGHTS

“Prevention: Yesterday, Today, and Tomorrow,” the opening plenary, will be addressed by C. Everett Koop, former Surgeon General and current Senior Scholar at the C. Everett Koop Institute at Dartmouth. To meet the challenges of tomorrow, we must improve communication and cooperation between the segments of our fragmented health care system. Public health goals can be reached only by working together to promote the health and well-being of all people. Dr. Koop will discuss the main obstacles to cooperation between public health and medicine and describe how public health must adapt to social trends.

This year’s Fries Prize winner, Nobel Laureate Baruch S. Blumberg, MD, PhD, who was instrumental in the development of HBV vaccine, will provide the second plenary. Primary cancer of the liver is one of the most common cancers in the world. About 85% of these cases are due to HBV. HBV was discovered, indirectly, in 1967 during the course of his research on serum protein polymorphisms and disease susceptibility. In 1969, Irving Millman and Baruch S. Blumberg invented HBV vaccine and, after extensive field trials, it became available for general use in the 1980s. More than 90 countries have national vaccination programs and well over a billion doses have been administered. There have been dramatic decreases in the prevalence of carriers in vaccinated populations. In some parts of Asia, a prevalence of more than 10% has been reduced to 1% or less.

The third plenary will focus on public health across the life span. Margaret Giannini, Health and Human Services, Principal Deputy to the Assistant Secretary for Aging, will discuss healthy aging. Life expectancy and overall health have improved in recent years for a large number of Americans, thanks to an increased focus on preventive medicine and dynamic new advances in medical technology. The Administration of Aging is the advocate agency for older Americans and their concerns. The agency is dedicated to preparing America to meet the challenges and to maximize the opportunities presented by the longevity of its people.

General Information

Michael D. Resnick, PhD, Professor of Pediatrics and Public Health, and Director of the National Teen Pregnancy Prevention Research Center, University of Minnesota, will present new research related to school and community roles for promoting protective factors in the lives of adolescents, including a discussion of the dual strategy of risk reduction as well as promotion of protection to maximize the well-being of young people.

David Sobel, MD, in the final plenary, will ask the audience to explore a new treatment for patients with chronic disease that has been proven to improve overall functioning, decrease fatigue and health distress, and reduce physician visits and the number of days patients have to spend in the hospital. The treatment has no known adverse effects; its major side effects were that patients felt less isolated and more confident in managing their illnesses. This treatment is not a new drug. Rather, these benefits result from participation in a new lay-led group workshop for patients and from new experiments in group appointments. These novel interventions challenge some fundamental assumptions about health care.

CONFERENCE GOALS

- Promote knowledge and awareness of successful, cost-effective approaches to reduce the burden of chronic diseases.
- Share cutting-edge research and research methods in chronic disease prevention and control.
- Promote the development of new skills in critical chronic disease areas.
- Improve cultural competence and the ability to work with diverse populations.
- Promote the application of proven prevention strategies from research and identified best practices.
- Develop new working relationships among federal, state, and local health departments, voluntary health agencies, and professional organizations.
- Build and strengthen coalitions and partnerships for the prevention and control of chronic diseases.

CONFERENCE OBJECTIVES

By the end of the conference participants will be able to:

- Identify at least two new potential chronic disease prevention partners whom they have learned about at the conference.
- Describe two cost-effective, integrated approaches to reduce the health and economic burden of chronic disease.
- Apply one skill to a priority chronic disease area.
- Identify two strategies for improving cultural competence in their organization or chronic disease prevention programs.

OTHER CONFERENCE HIGHLIGHTS

- The Fries Prize for Improving Health.
- Four conference awards that recognize the following achievements:
 - Excellence in Prevention Research and Research Translation.
 - Achievement in Eliminating Disparities in Chronic Disease.
 - Excellence in the Application of Surveillance Data in Chronic Disease Prevention and Control.
 - Excellence in Reporting on Chronic Disease Prevention Issues.
- An expanded exhibits area.
- Abundant opportunities to earn continuing education credits.
- More than 200 research and programmatic sessions, posters, and skill training sessions.
- Full agenda of computer sessions.
 - CDCynergy 2001 to Communicate About Chronic Diseases.
 - Web Resources for Evidence-Based Public Health.
 - Chronic Disease Prevention Databases on the Web.
 - How to Use the NCHS Data Warehouse on Trends in Health and Aging for Chronic Disease Studies, with Examples from Heart Disease.
 - KidsWalk-to-School Interactive Web-Based Train-the-Trainer Workshop.
 - State and Community Use of BRFSS HRQOL Data for Planning and Evaluation.

CONFERENCE COST

On-site Registration	\$235
Student Registration	\$75
Continuing Education Credit	\$50

PAYMENT METHOD

For payment of fees, ASTCDPD will accept payment by corporate agency, personal check, purchase order, VISA, or MasterCard. Payment must be included with your registration form.

Registration includes all materials, access to sessions and exhibits, continental breakfasts and breaks each day, and the Wednesday evening reception.

PARTICIPANT SUBSTITUTIONS

Substitutions will be accepted by E-mail or fax until close of business January 31, 2002. Substitutions received by this deadline will be transferred into the name of the new participant before on-site check-in. Substitution requests after January 31, 2002, will be handled on-site.

CONTINUING EDUCATION CREDITS

Continuing education credits will be offered for various professions. Credit will be given only to those who attend sessions and complete required documentation. Participants can register for continuing education credits on-site. A fee of \$50 per person will be added to the conference registration for participants who request continuing education credits.

We thank the Rollins School of Public Health of Emory University for its help in securing continuing education credits for attending professionals.

HOTEL INFORMATION

The Sheraton Atlanta Hotel, 165 Courtland Street, Atlanta, GA 30303. To contact the hotel, call (404) 659-6500 or fax (404) 524-1259.

Check-in time begins at 3:00 p.m.

Check-out time is 12 noon.

CONFERENCE CHECK-IN

The conference registration and information desk, located on the Convention Center Level 1, will be open the following hours during the week of the conference:

- | | |
|--------------------------------|--------------------------|
| ■ TUESDAY, February 26, 2002 | — 2:00 p.m. to 7:00 p.m. |
| ■ WEDNESDAY, February 27, 2002 | — 7:00 a.m. to 7:00 p.m. |
| ■ THURSDAY, February 28, 2002 | — 7:00 a.m. to 7:00 p.m. |
| ■ FRIDAY, March 1, 2002 | — 7:00 a.m. to 2:00 p.m. |

EXHIBITS

Tour the exhibits to find the latest in educational materials, media, and computer software.

Exhibit Hours

- | | |
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| ■ WEDNESDAY, February 27, 2002 | — 10:00 a.m. to 7:00 p.m. |
| ■ THURSDAY, February 28, 2002 | — 8:00 a.m. to 3:30 p.m. |

SPECIAL ACTIVITIES

Continental Breakfasts and Breaks

CDD will host a continental breakfast each morning from 7:00 a.m. to 8:15 a.m., as well as morning and afternoon breaks on Wednesday and Thursday, and a break on Friday morning.

Reception

Let the good times roll! A reception to welcome all conference participants will be held Wednesday, February 27, 2002, from 7:00 p.m. to 9:00 p.m. Conference awards will be presented at the reception. Celebrate Mardi Gras, listen to jazz musicians, and enjoy tasty fare at the food stations. This is a great opportunity to network with colleagues. Don't forget to wear your mask and beads!

Conference Awards

Four awards recognizing meritorious achievement in chronic disease and control will be presented during the reception. The awards recognize the following achievements:

- Excellence in Prevention Research and Research Translation.
- Achievement in Eliminating Disparities in Chronic Disease.
- Excellence in the Application of Surveillance Data in Chronic Disease and Control.
- Excellence in Reporting on Chronic Disease Prevention Issues.

HEALTHY MEETING ACTIVITIES

The convention hotel is in the heart of Atlanta's entertainment and convention district. It has a first-class 24-hour fitness center and indoor swimming pool available to all hotel guests at no additional cost. Healthy meeting activities include walks in Centennial Olympic Park and prizes for physically active participants.

Gold Medal Mile Event

Conference attendees are invited to participate in the Gold Medal Mile event on Thursday, February 28 at 12 noon. The Gold Medal Mile is a program of A Healthier You 2002, the Salt Lake Organizing Committee for the Olympic Winter Games of 2002. The event invites participants to walk a one-mile course, which begins at the Sheraton Atlanta Hotel, site of the conference, with participants traveling to and through Olympic Centennial Park (site of the 1996 Olympic Summer Games) and back to the conference site. Participants completing the walk will receive a beautiful Gold Medal Mile commemorative lapel pin. This striking black and gold pin is imprinted with the 2002 Olympic Winter Games logo. Participants also will be able to use points earned from completing the walk toward the Gold, Silver, or Bronze awards challenge offered at the conference. Please plan to join Co-Grand Marshals Dr. Jeffrey

General Information

Koplan, Director, Centers for Disease Control and Prevention, and Dr. James Marks, Director, National Center for Chronic Disease Prevention and Health Promotion, in the Gold Medal Mile event. Participants may register onsite for the event.

Conference participants will also be given a list of special attractions within easy walking distance of the hotel that they may want to visit such as the African American Panoramic Experience (APEX) Museum; CNN Center; The High Museum of Art; Martin Luther King, Jr. National Historic Site; The Rialto Center; Underground Atlanta; and The World of Coca Cola. These would be “on your own” activities. We encourage formation of groups for your safety and camaraderie.

Healthy Meeting Activities At-A-Glance

TIME	WEDNESDAY	THURSDAY	FRIDAY	PLACE
8:25 a.m. 8:30 a.m.	Eye Opener Stretch			Capitol Ballroom
10:25 a.m. 10:30 p.m.		Mid-Morning Stretch	The Final Stretch	Capitol Ballroom
12 noon 1:30 p.m.		Gold Medal Mile Event		Meet in Lobby - Level 2
24-hour fitness center and indoor swimming pool available to all hotel guests at no additional cost.				

TUESDAY, February 26, 2002

<i>Ancillary Meetings</i>	8:00 a.m.–8:00 p.m. (See page 103)
<i>Registration</i>	2:00 p.m.–7:00 p.m. Convention - Level 1

WEDNESDAY, February 27, 2002

EVENTS

<i>Continental Breakfast</i>	7:00 a.m.–8:15 a.m. Exhibit Hall
<i>Registration</i>	7:00 a.m.–7:00 p.m. Convention - Level
<i>Ancillary Meetings</i>	7:00 a.m.–9:30 p.m. (See page 104)
<i>Eye Opener Exercise</i> Ghary M. Akers, EdD Ronald T. Akers, EdD	8:25 a.m.–8:30 a.m. Capitol Ballroom
<i>Break and Refreshments</i>	10:00 a.m.–10:30 a.m.
<i>Exhibits Open</i>	10:00 a.m.–7:00 p.m. Exhibit Hall
<i>Lunchtime Events/Networking</i>	12 Noon–1:30 p.m.
<i>Break and Refreshments</i>	3:00 p.m.–3:15 p.m.
<i>Awards Ceremony, Reception, and Poster Presentations</i> . . .	7:00 p.m.–9:00 p.m. Capitol Ballroom

Program Schedule

WEDNESDAY, February 27, 2002

OPENING PLENARY

8:30 A.M.–10:00 A.M.

Capitol Ballroom

Cultivating Healthier Communities Through Research, Policy, and Practice

MODERATOR:

James S. Marks, MD, MPH

*Director, National Center for Chronic Disease Prevention and Health Promotion,
Centers for Disease Control and Prevention*

WELCOMING REMARKS:

Jeffrey P. Koplan, MD, MPH

Director, Centers for Disease Control and Prevention

Jean Chabut, BSN, MPH

Director of Community Health, Michigan Department of Health

Michael D. Lebowitz, PhD

Director, Arizona Prevention Research Center

Member of Congress

To Be Announced

PLENARY PRESENTATION

Prevention: Yesterday, Today, and Tomorrow

C. Everett Koop, MD, ScD

Former United States Surgeon General

To meet the challenges of tomorrow, we must improve communication and cooperation between the segments of our fragmented health care system. Public health goals can be reached only by working together to promote the health and well-being of all people. Dr. Koop will discuss the main obstacles to cooperation between public health and medicine and describe how public health must adapt to social trends.

AWARD PRESENTATION

10:30 A.M.–12 NOON

Capitol Ballroom

The Fries Prize for Improving Health

MODERATOR:

Jeffrey P. Koplan, MD, MPH
Director, Centers for Disease Control and Prevention

PRESENTER:

James F. Fries, MD
Professor of Medicine, Stanford University

RECIPIENT:

Baruch S. Blumberg, MD, PhD
*Fox Chase, Distinguished Scientist, Fox Chase Cancer Center
Philadelphia, PA
Director, NASA Astrobiology Institute*

PLENARY

*Control of Cancer with a Vaccine: Hepatitis B and the
Prevention of Primary Cancer of the Liver*

Baruch S. Blumberg, MD, PhD

Primary cancer of the liver is one of the most common cancers in the world. Overall, it is the 3rd most common cause of death from cancer in males and the 7th most common cause in females. About 85% of these cases are due to HBV. HCV is also a cause. HBV was discovered, indirectly, in 1967 during the course of research on serum protein polymorphisms and disease susceptibility. In 1969, Irving Millman and Dr. Blumberg invented HBV vaccine and, after extensive field trials conducted by other laboratories, it became available for general use in the 1980s. It is now one of the most commonly used vaccines. More than 90 countries have national vaccination programs and well over a billion doses have been administered. There are about 350 million HBV carriers worldwide. Carriers have an increased risk of developing chronic liver disease and primary cancer of the liver. In vaccinated populations, the prevalence of carriers has decreased dramatically. In some parts of Asia, a prevalence of more than 10% has been reduced to 1% or less. There has also been a significant drop in the incidence of primary cancer of the liver in some vaccinated populations. Other common cancers are or may be a consequence of viral infection. Appropriate research and application could lead to the use of vaccines for one or more of these.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 1

1:30 P.M.–3:00 P.M.

Georgia 1 and 2

National Action Plan for Cardiovascular Health

MODERATORS:

Darwin R. Labarthe, MD, MPH, PhD
Centers for Disease Control and Prevention

Jennifer R. Smith, MSPH
Texas Department of Health

PRESENTER:

- *Outline and Concept of the National Action Plan*
David C. Goff, Jr., MD, PhD
Wake Forest University School of Medicine
- *The Planning Process and Role of the Cardiovascular Health Council*
Joan L. Ware, MSPH, RN
Utah Department of Health

This session will provide a presentation about CDC's long-term plans to develop a national cardiovascular plan. How participants can be involved in the process will be discussed.

CONCURRENT SESSION 2

1:30 P.M.–3:00 P.M.

Georgia 3 and 4

Orientation to CDC's NCCDPHP, the CDD, and the PRC

PRESENTERS:

Janet L. Collins, PhD

Centers for Disease Control and Prevention

Jean Chabut, BSN, MPH

Director of Community Health, Michigan Department of Community Health

Michael D. Lebowitz, PhD

Arizona Prevention Research Center

In this session, participants will have the opportunity to learn more about the three organizations that are co-sponsors of the 16th National Conference on Chronic Disease Prevention and Control. Presenters will review the history, goals, organizations, and major programs and activities of CDC's National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), the Association of State and Territorial Chronic Disease Program Directors (Chronic Disease Directors — CDD), and the Prevention Research Centers (PRC) Program.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 3

1:30 P.M.–3:00 P.M.

Georgia 5 and 6

Planting the Seeds: Cultivating Effective Partnerships (Part I)

MODERATOR:

Paula F. Marmet, MS, RD

Director, Bureau of Health Promotion, Kansas Department of Health and Environment

PRESENTERS:

Sarena D. Seifer, MD

University of Washington

Janis E. Borton, MPH

Health Promotion Project Manager, National Conference of State Legislators

In this panel presentation, we will discuss nontraditional partners, how to nurture and sustain partnerships, and the true nature of a partnership. Each panelist will discuss how common interests, priorities, and critical issues can be translated into relationships that work.

CONCURRENT SESSION 4

1:30 P.M.–3:00 P.M.

Georgia 7 and 8

*Eliminating Health Disparities in Chronic Disease
Prevention and Control*

MODERATOR:

Angel Roca, MPH

Centers for Disease Control and Prevention

PRESENTER:

- *Community Development Model for Eliminating Population Disparities*

Robert G. Robinson, MSW, MPH, DrPH

Centers for Disease Control and Prevention

The elimination of population disparities requires strategic and comprehensive approaches that address both populations at risk and the communities in which they reside. Disparities are more than the sum of individual-based behavior patterns. Included in an assessment of underlying causes of disparities must be the impact to communities of social processes resulting in inequitable allocation of resources and social injustice. Communities are diverse and reflect ethnic groups, sexual orientation, sociodemographic variability, and population strata confronting distinct challenges to well-being. The model encompasses a broad view that is responsive to this complexity. The model also addresses the current confusion regarding race and socioeconomic status, broadens the construct of cultural competency to encompass community competency, and highlights the critical need for capacity and infrastructure development in effective approaches to elimination of disparities. We will review an array of interventions from community assessment, surveillance and evaluation, program development, and building of trust to analytic methods that distinguish between race and socioeconomic status and the development of policies appropriate to the contextual realities of the populations experiencing disparities. We will review the determinants of disparities and provide a framework for eliminating disparities.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 5

1:30 P.M.–3:00 P.M.

Georgia 9 and 10

Promoting Quality of Life Across the Life Span: Focus on Research

MODERATOR:

Frank S. Bright, MS
Ohio Department of Health

PRESENTERS:

■ *Community Life and Health Risk Among Inner-City Women*

Lesley L. Green, MPH
Columbia University, Teachers College

■ *The Psychosocial Consequences of Osteoporosis*

Deborah T. Gold, PhD
Duke University Medical Center

■ *Smoking and Mental Health: Looking into the Eyes of Rural Youth*

Kimberly A. Horn, EdD
Office of Drug Abuse Intervention Studies

The session will focus on research related to promoting the quality of life and improving mental health across the life span. Participants will gain knowledge about the correlation between stress, depression, and smoking among youth and adolescents. The psychological and social consequences of chronic illness for quality of life in older adults will be presented, with highlights on racial differences. The relationships between poverty, race, mental health, and chronic disease will be described, with a focus on minority women.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 6

1:30 P.M.–3:00 P.M.

Georgia 11 and 12

Health Care Ethics 101

MODERATOR:

Margaret Tate, RD, MS
Arizona Department of Health Services

PRESENTER:

■ *Current Issues in Health Care Ethics*

Benjamin A. Rich, JD, PhD
University of California

Learn basic concepts, vocabulary, and approaches to the increasing cascade of moral and ethical issues facing chronic disease directors.

Program Schedule

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 7

1:30 P.M.–3:00 P.M.

Atlanta 1 and 2

Congressional Perspectives on Chronic Disease Prevention and Control

MODERATOR

Barbara W. Levine

Barbara W. Levine and Associates

PRESENTERS:

Congressional Staffers

This view from the policymakers' side of the fence will provide participants with a rare opportunity to hear from Congressional staff about how members of Congress make decisions. Staff will provide perspectives on what members and their staff think about chronic disease and health promotion issues. They will share their views about how the public health community can be more visible and more effective in educating members, their staffs, and the public. Other issues included in this session are how new members and staff learn about health issues and communication strategies, and how members and staff see their responsibilities to respond to their constituents.

CONCURRENT SESSION 8

1:30 P.M.–3:00 P.M.

Atlanta 4 and 5

Promoting Physical Activity Among Young People: How State Health Departments Are Getting It Done

MODERATOR:

Lynn Austin, PhD

Centers for Disease Control and Prevention

PRESENTERS:

- *Safe Routes to Schools: First Steps Toward Walkable Communities in California*

Anne M. Seeley, BA

California Department of Health Services

- *The Gold Medal School Initiative in Utah*

Joan L. Ware, MSPH, RN

Utah Department of Health

- *Promoting the Use of the School Health Index in Missouri*

Diana Hawkins, MEd, CHES

Missouri Department of Health

- *Disseminating CATCH in Texas*

Jan Ozias, PhD, RN

Texas Department of Health

This session will feature reports from four state health departments on innovative strategies being used to promote physical activity among young people.

WEDNESDAY, February 27, 2002

CONCURRENT ABSTRACT SESSION 1

1:30 P.M.–3:00 P.M.

Capitol Center

Creating Policy and Environmental Change to Promote Physical Activity

MODERATOR:

Katie Duggan, MPH, MS, RD
Saint Louis University, Prevention Research Center

PRESENTERS:

- *A State Health Department Physical Activity Program Inventory: Enhancing Information Exchange*
Nancy Hood, BS
Centers for Disease Control and Prevention
- *Developing Indicators for Activity-Friendly Communities*
Laura Brennan, MPH
Saint Louis University School of Public Health
- *Environmental and Policy Strategies to Prevent Cardiovascular Disease and Related Chronic Conditions*
Dyann Matson Koffman, DrPH, MPH
Centers for Disease Control and Prevention
- *Be Active Minnesota: Statewide Physical Activity Initiative*
Michelle Brasure, PhD, MPH, BS
Minnesota Department of Health

This presentation will provide insight into the resources, research data, and literature that can be used to enhance planners' efforts to create policy and environmental changes. One resource now available is an inventory that provides quantitative and qualitative information about state health departments' involvement with physical activity programming. Also shared will be lessons learned through a literature review about whether policy or environmental interventions can increase physical activity or good nutrition and about community indicators that can be used to direct change.

CONCURRENT ABSTRACT SESSION 2

1:30 P.M.–3:00 P.M.

Capitol North

Promoting Healthy Behavior at the Work Site

MODERATOR:

David L. Katz, MD, MPH, FACPM
Yale University School of Medicine

PRESENTERS:

- *The Diabetes Pilot Project: Influencing Work Site Diabetes Health-Care Quality*
Andrew P. Lanza, MPH
Centers for Disease Control and Prevention
- *Incorporating Skin Cancer Prevention into Outdoor Work Sites*
Andrew F. Manthe, MPH
California Department of Health Services
- *Promoting Heart Disease Prevention at Work Sites in Queens, New York City*
Marcia Bayne-Smith, PhD
Queens College

This panel presentation showcases lessons learned through the experiences of two successful employee work site programs, one promoting heart disease prevention and the other promoting sun safety principles. Both will provide insight into the program components and practical steps for integrating such programs into other work site locations. A third presentation focuses on the use of model health-care contract specifications to improve the quality of care delivered to employees.

WEDNESDAY, February 27, 2002

CONCURRENT SKILLS TRAINING SESSION 1

1:30 P.M.–3:00 P.M.

Savannah Rooms - Level 2

CDCynergy: Training for Chronic Disease State Program Staff and Partners

INSTRUCTORS:

■ *Using CDCynergy 2001 to Communicate About Chronic Diseases*

Michelle M. Roland, PhD

Centers for Disease Control and Prevention

Brittney A. Anderson, MEd

Centers for Disease Control and Prevention

Jennifer A. Neiner, MPH, CHES

Centers for Disease Control and Prevention

Michelle R. Dixon, MA

Centers for Disease Control and Prevention

Susan J. Lockhart, PhD, MPH

Centers for Disease Control and Prevention

This interactive, hands-on course will be offered to Chronic Disease State Program staff and partners who are implementing chronic disease programs that focus on population-based interventions. Participants will use the Cardiovascular Health (CVH) Edition of CDCynergy 2001 to work through six logical phases of the health communication planning process. All key features of the CD-ROM-based planning tool will be demonstrated, including the tutorial, resource kiosk, case examples, media library, video consultants, and workbook. Each participant will receive 25 copies of the CVH Edition to share with other staff and partners within their state who wish to create effective communication strategies that contribute to chronic disease prevention and health promotion.

CONCURRENT SESSION 9

3:15 P.M.–4:45 P.M.

Georgia 1 and 2

Harvesting the Rewards of Partnerships (Part II)
Town Hall Meeting on Partnerships

MODERATOR:

Joan L. Ware, MSPH, RN
Utah Department of Health

PRESENTERS:

Janis E. Borton, MPH, CHES
National Conference of State Legislators

Sarena D. Seifer, MD
University of Washington

This session will build on information presented in Part I, but will include reactors and partners to the first panel who can validate or offer another perspective of what was presented. The session will stimulate the audience to ask really hard questions of these experts, such as, “How can I get my partners to trust me? How do you confront a partner who is always taking but never giving? How do I approach a local agency to work with me, when they won’t even return my phone calls?”

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 10

3:15 P.M.–4:45 P.M.

Georgia 3 and 4

CDC Updates: Progress on Streamlining and Best Practices in Public Health

PRESENTER:

Janet L. Collins, PhD

Centers for Chronic Disease Prevention

This session has two purposes: to provide an update on the streamlining, consolidation, and integration processes that are under way at CDC in the field of chronic diseases and to seek feedback and ideas from participants; and to provide an update on the development of the CDC document, *Chronic Disease Best Practices*.

CONCURRENT SESSION 11

3:15 P.M.–4:45 P.M.

Georgia 5 and 6

Physical Activity and Aging: Emerging Issues and Model Programs

MODERATOR:

David R. Brown, PhD

Centers for Disease Control and Prevention

PRESENTERS:

- *Promoting Physical Activity Among Older Adult Patients: How Can the Health Care Setting be Successfully Linked with Community Resources?*

Norman S. Ryan, MD

United Healthcare

- *How Can We Effectively Communicate to Older Adults the Importance of Being Physically Active?*

Katrinka Smith Sloan, MA

American Association of Retired Persons

- *Community Healthy Activities Model Program for Seniors (CHAMPS): What Are the Key Issues in Attending to Increase Regular Physical Activity Levels of Older Adults?*

Anita L. Stewart, PhD

University of California, San Francisco

FACILITATOR:

David Buchner, MD, MPH

Centers for Disease Control and Prevention

The National Blueprint: Increasing Physical Activity Among Adults Age 50 and Older was released in May 2001 by the Robert Wood Johnson Foundation, CDC, AARP, the American College of Sports Medicine, the American Geriatrics Society, the National Institute on Aging, and numerous other agencies and organizations. This session will focus on emerging efforts and issues surrounding physical activity promotion among older adults through communication or media activities, community strategies, and health care and community linkages.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 12

3:15 P.M.–4:45 P.M.

Georgia 7 and 8

Promoting Quality of Life Across the Life Span: Focus on Policy and Practice

MODERATOR:

Jennifer A. Oliphant, MPH

University of Minnesota Prevention Research Center

PRESENTERS:

- *Practice Follows Policy in Youth Empowerment: The Experience of the American Legacy Foundation*

M. Lyndon Haviland, DrPH

American Legacy Foundation

- *Developing, Testing, and Disseminating Community Programs to Improve the Health of Seniors with Chronic Illness*

James P. LoGerfo, MD, MPH

University of Washington, Health Promotion Research Center

- *Caring About Each Other: Faith Groups, Public Health, and Community*

Gary R. Gunderson, DMin, MDiv, BA

Rollins School of Public Health, Emory University

The workshop will focus on policy and practice related to promoting the quality of life and improving mental health across the life span. Participants will gain skills that will apply to building healthy communities. Through leadership training, the American Legacy Foundation is empowering youth to promote healthy behavior and prevent chronic disease in their communities. The development and effectiveness of community programs encouraging physical and social activities among older adults at high risk for depression in Washington State will be described. Examples from the Interfaith Health Program will highlight partnerships among faith-based organizations and health systems that are actively improving the quality of life and health in communities.

CONCURRENT SESSION 13

3:15 P.M.–4:45 P.M.

Georgia 9 and 10

The Ethnicity, Needs, and Decisions of Women (ENDOW)

MODERATOR:

Julie Lumpkin, BA

South Carolina Department of Health and Environmental Control

PRESENTERS:

Robert E. McKeown, PhD

University of South Carolina

Carol E. Cornell, PhD

University of Alabama, Birmingham

Donna L. Richter, EdD

University of South Carolina

Over 600,000 hysterectomies are performed each year in the United States, mostly to improve quality of life for perimenopausal women. Hormone replacement therapy (HRT) is commonly used, especially among women who have surgical menopause, despite questions regarding its long-term benefits and risks. Ethnic differences have been reported for both hysterectomy and HRT use. Despite the high U.S. rates of hysterectomy and HRT use, little is known about how women make decisions regarding these issues, and in particular how ethnic and cultural factors may influence these decisions. The Ethnicity, Needs, and Decisions of Women (ENDOW) Study is a multicenter, collaborative project that aimed to examine the factors, especially cultural factors, that influence how women approach decisions regarding hysterectomy and postmenopausal HRT, and to develop and pilot test materials and intervention approaches appropriate for different sociocultural groups in order to support women making these decisions. Women from four ethnic groups were targeted: African American, Hispanic/Mexican-American, non-Hispanic white, and Navajo. Extensive focus groups of approximately 500 participants and a cross-sectional survey of approximately 3,500 participants were conducted, and intervention materials were developed and pilot tested as part of the ENDOW study activities. The workshop will focus on techniques used in intervention and evaluation development for the ENDOW study and its applicability to development of other interventions important for women's health promotion and disease prevention.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 14

3:15 P.M.–4:45 P.M.

Georgia 11 and 12

Utilization of Research in Public Health: Mid-Point Results from the Studies of Two Prevention Research Centers

MODERATOR:

Lynda A. Anderson, PhD
Centers for Disease Control and Prevention

PRESENTERS:

- *Tracing the Translation of Research into Practice via Evidence-Based Guidelines for Diabetes Care Management*
Lucy A. Savitz, PhD, MBA
University of North Carolina
- *Review of the Literature on Utilization of Research into Practice*
Sally M. Davis, PhD
University of New Mexico Prevention Research Center
Leslie Cunningham-Sabo, PhD
University of New Mexico Prevention Research Center
- *Utilization of Prevention Research in Public Health Settings: Process and the Influence of Community Participation*
Everett M. Rogers, PhD
University of New Mexico, Department of Communication and Journalism

Researchers at the University of New Mexico and the University of North Carolina will present preliminary results of a study of the utilization of research in public health practice and policy. Items to be discussed include (1) a multiple case study design investigating the processes for using prevention research in public health settings, and the influences of community participation on that research; and (2) the investigation of the use of evidence-based “best practices” or guidelines in tracing the translation of research into practice for diabetes care management. Preliminary results from a review of published and unpublished literature will also be presented.

CONCURRENT SESSION 15

3:15 P.M.–4:45 P.M.

Atlanta 1 and 2

*Let Us Right the Rules Together: Enhancing Capacity for
African American Communities and Organizations*

MODERATOR:

Yvonne Lewis

Centers for Disease Control and Prevention

PRESENTERS:

Sylvia Dunnavant, BA

Celebrating Life Foundation, Inc.

B. Wayne Kong, PhD, JD

Association of Black Cardiologists, Inc.

Although some African American community organizations have been successful in building capacity, others have had less success. Some of these organizations may not have a clear sense of what capacity building is or what it involves. This workshop will assess how to best build capacity in African American community-based organizations, and will serve as the impetus for future capacity-building activities at CDC and in local/state health departments.

WEDNESDAY, February 27, 2002

CONCURRENT ABSTRACT SESSION 3

3:15 P.M.–4:45 P.M.

Atlanta 4 and 5

Building State Capacity

MODERATOR:

Joel Meister, PhD

University of Arizona, Prevention Research Center

PRESENTERS:

■ *County Readiness to Meet Healthy People 2010 Objectives*

Norma F. Kanarek, PhD, MPH

Johns Hopkins University Bloomberg School of Public Health

■ *Pilot Policy and Environmental Indicators for State Surveillance of Cardiovascular Health*

Dyann Matson Koffman, DrPH, MPH

Centers for Disease Control and Prevention

Tools, training, and resources are currently available to states to build their capacity for epidemiologic study of disease, for assessing readiness to meet *Healthy People 2010* targets, and for state surveillance of cardiovascular health. This panel will share information on what states can access, including training programs for chronic disease epidemiology, the categorization of counties in the Community Health Status Indicators database, and the pilot policy and environmental indicators for state surveillance of cardiovascular health.

CONCURRENT ABSTRACT SESSION 4

3:15 P.M.–4:45 P.M.

Capitol North

Innovative Communication Technologies

MODERATOR:

Gary C. Hogelin, MPH
Centers for Disease Control and Prevention

PRESENTERS:

- *Disease Risk Index Developed to Reinforce Prevention Messages on the Web*

Cynthia J. Stein, MD, MPH
Harvard Medical School

- *Leveraging the Web to Deliver Public Health Information*

Colleen M. Caron, PhD
Rhode Island Department of Health

- *Developing Tailored Storybooks for Underserved Children in Intergenerational Tutoring Programs*

Nicole M. Caito, MPH, MS, BS
Saint Louis University

- *So Many CDCynergies, So Little Time: How to Choose and Use the Best One for You*

Susan J. Lockhart, PhD, MPH
Centers for Disease Control and Prevention

In this session, presenters will describe exciting projects that feature innovations in public health communication technologies and how they can relate to your work. Presenters will introduce participants to the four new editions of CDCynergy (a CD-ROM-based health communications planning tool) and their uses, how to use social marketing and communication strategies to take advantage of the Web to deliver public health information, and how to develop tailored storybooks as a component of a lifestyle intervention for underserved children. The remaining presentation will showcase a Web-based tool developed to provide personalized cancer risk assessment and tailor messages regarding risk reduction.

WEDNESDAY, February 27, 2002

CONCURRENT SKILLS TRAINING SESSION 2

3:15 P.M.–4:45 P.M.

Savannah Rooms - Level 2

Web Resources for Evidence-Based Public Health

INSTRUCTOR:

William Baldyga, PhD

University of Illinois at Chicago

The session will address the development of evidence-based public health, systematic approaches to evidence for chronic disease prevention interventions, and World Wide Web resources for accessing evidence-based recommendations.

CONCURRENT SESSION 16

5:00 P.M.–6:30 P.M.

Georgia 1 and 2

Diabetes and Women's Health Across the Life Stages: A Public Health Perspective

MODERATOR:

Patricia E. Thompson-Reid, MPH
Centers for Disease Control and Prevention

PRESENTERS:

■ *The Reproductive Years*

Diane L. Rowley, MD, MPH
Consultant

■ *The Adolescent Years*

Jill M. Norris, PhD, MPH
University of Colorado

■ *The Middle Years*

Mary C. Sabolsi, MD, MPH
Brigham and Women's Hospital, Boston, Massachusetts

■ *The Elderly Years*

Gloria L.A. Beckles, MD, MSc
Centers for Disease Control and Prevention

The session will describe the epidemiology of diabetes in women through the life stages, the psychosocial determinants of health, and the public health implications of the findings.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 17

5:00 P.M.–6:30 P.M.

Georgia 3 and 4

Osteoporosis Screening: A Public Health Perspective

MODERATOR:

Betty H. Wiser, EdD

North Carolina Department of Health and Human Services

PRESENTERS:

■ *Update on Screening Recommendations and Minorities at Risk*

Paul D. Miller, MD, FACP

International Society of Clinical Densitometry

■ *Data on Detection and Follow-up: One State's Experience*

Denise R. Cyzman

Michigan Public Health Institute

■ *Osteoporosis Screening in Rural Areas*

Kate T. Queen, MD

Haywood Regional Medical Center

The session will include new screening recommendations from the International Society on Clinical Densitometry and the latest prevalence data from the National Osteoporosis Registry Assessment (NORA) program, including minority-related data. It will also feature a case history of screening interventions in remote communities by a community activist physician. And it will include data from one state health department's screening effort as it relates to disease detection and referral.

CONCURRENT SESSION 18

5:00 P.M.–6:30 P.M.

Georgia 5 and 6

Preliminary Discussion of SIPs 23 and 24 — Development of Practical Measures of Protective Social Factors and Social Capital in Racial and Ethnic Communities

MODERATOR

Charles Deutsch, ScD

Harvard Prevention Research Center

PRESENTERS:

- *New Mexico Tribal Communities: Social, Cultural, and Organizational Capacities*

Nina B. Wallerstein, DrPH

University of New Mexico

- *Using Participatory Processes to Develop Measures of Protective Social Factors: Methods and Findings*

Elizabeth A. Baker, PhD, MPH

Saint Louis University School of Public Health

- *Social Capital and Community-Based Organizations*

Michele A. Kelley, ScD, MSW, MA

University of Illinois at Chicago, School of Public Health

- *Working with Grassroots Community Groups to Discover Aspects of Community Capacity*

Robert M. Goodman, PhD, MPH, MA

School of Public Health and Tropical Medicine, Tulane University

The St. Louis University Partnership is working with community coalitions in rural African American communities. The focus of the work has been to identify factors that facilitate and impede the ability to create change within a community, and to document the findings and processes used to create methods for assessment within these communities. The Tulane/Xavier Partnership is working with several grassroots community groups to discover which aspects of community capacity are most salient in affecting community change (e.g., removal of housing that was built on a Superfund site, supporting economic development in low-income, largely African American communities). The New Mexico presentation discusses the emerging understanding of social, cultural, and organizational capacities in bounded tribal communities and the relationship of these capacities to available economic and social resources that influence the ability of the tribes to realize their capacities to create healthier communities. The University of Illinois at Chicago is working with community-based ethnic organizations to better understand the ways in which community leaders develop and utilize elements of social capital in their work.

WEDNESDAY, February 27, 2002

CONCURRENT SESSION 19

5:00 P.M.–6:30 P.M.

Georgia 7 and 8

Social Marketing 101

MODERATOR:

Marnie Wells, MA

Minnesota Organization on Adolescent Pregnancy, Prevention, and Parenting

PRESENTERS:

Kelli R. McCormack Brown, PhD, CHES

University of South Florida College of Public Health

Carol A. Bryant, PhD

Florida Prevention Research Center

This session will provide a basic overview of social marketing, including social framework and distinguishing features. Case studies will be used to explain various aspects of the social marketing process.

CONCURRENT ABSTRACT SESSION 5

5:00 P.M.–6:30 P.M.

Georgia 9 and 10

School Health

MODERATOR:

Lloyd J. Kolbe, PhD

Centers for Disease Control and Prevention

PRESENTERS:

- *Coming up to Speed: Prevention Research Centers' School Health Network*

Nancy G. Murray, PhD

University of Texas School of Public Health

- *School-Based Tobacco Prevention: A Systematic Review for the Guide to Community Preventive Services*

Lori L. Westphal, MA, MPH, BA

Vanderbilt University

- *From Demonstration to Implementation: Use of the Planet Health Curriculum in Boston*

Jean Wiecha, PhD

Harvard School of Public Health, Harvard Prevention Research Center

- *Childhood Obesity: Combatting Exclusive Contracts Between Soft Drink Companies and Schools*

Debra S. Oto-Kent, MPH

Health Education Council

This session reports on four successful school-based interventions/policy changes and suggests strategies for adoption within other schools. One presenter will describe the process used to support widespread adoption of a school health curriculum — a process that has wider application. Another will describe a model of coordinated school health that was employed to address school health concerns. The two other presenters will describe lessons learned in programs designed to address the societal contributors (i.e., the role of schools in providing healthy environments) to childhood obesity and in a systemic review of school-based tobacco prevention programs.

WEDNESDAY, February 27, 2002

CONCURRENT ABSTRACT SESSION 6

5:00 P.M.–6:30 P.M.

Georgia 11 and 12

Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health

MODERATOR:

Lynn Austin, PhD
Centers for Disease Control and Prevention

PRESENTERS:

- *Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health — Conceptual Framework*
Michael Windle, PhD
University of Alabama at Birmingham
- *Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health — Study and Design*
Mark Schuster, MD, PhD
University of California, Los Angeles, RAND
- *Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health — Measurement*
Susan R. Tortolero, PhD
University of Texas, Health Science Center– Houston
- *Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health — Study Overview*
Jo Anne Grunbaum, EdD
Centers for Disease and Control Prevention
- *Healthy Passages: A Community-Based Longitudinal Study of Adolescent Health — Power and Analysis*
Marc Elliott, PhD
RAND

Healthy Passages is a longitudinal study designed to help families, health care providers, schools, and communities develop effective programs and policies to improve the health of youth. Healthy Passages will assess annually 10,500 youth who were age 8 at baseline through age 20 years. This session will describe the study design. Data will have a multilevel longitudinal structure and will cover a variety of priority public health issues. Analytic models will include longitudinal modeling, time series analysis, survey and event history analysis, latent transition analysis, and structural equation modeling. This session will provide an overview of the conceptual framework, which posits that genetic factors, personal factors, and environmental factors have different influences on health behaviors, biological indicators, and health and educational outcomes.

CONCURRENT ABSTRACT SESSION 7

5:00 P.M.–6:30 P.M.

Atlanta 1 and 2

Advocacy for Tobacco Control and Prevention

MODERATOR:

Patricia Sharpe, PhD, MPH

University of South Carolina, Prevention Research Center

PRESENTERS:

■ *Investment in Tobacco Control*

Melissa Albuquerque, BA

Centers for Disease Control and Prevention

■ *The National Tobacco Control Program Forum: A Web-Based Public Health Information-Sharing Application*

Joel London, MPH

Centers for Disease Control and Prevention

■ *Strategic Pathways to the Adoption of Municipal Tobacco Control Ordinances*

Scott Hays, PhD

University of Illinois at Urbana-Champaign, Center for Prevention Research

■ *Using an Expert Panel to Evaluate Creative Concepts for a Tobacco Prevention Mass Media Campaign*

Scott Connolly, MPH

Office of Health Promotion Research, UHC Arnold

This panel presentation provides an exchange of information on efforts to control and prevent the use of tobacco. Presenters will share an innovative and effective forum to share and obtain tobacco-related control and prevention experiences, challenges, expertise, strategies, and more. Evidence will also be given that describes the link between levels of investment in tobacco control programs and per-capita consumption. The remaining presenters will share the experience of using expert panels to create effective mass media campaigns and the diverse strategic pathways that communities are employing to adopt municipal tobacco-control ordinances.

WEDNESDAY, February 27, 2002

CONCURRENT ABSTRACT SESSION 8

5:00 P.M.–6:30 P.M.

Atlanta 4 and 5

Application of Research to Age and Ethnic Groups

MODERATOR:

Daniel Blumenthal, MD, MPH

Morehouse School of Medicine, Prevention Research Center

PRESENTERS:

■ *Health Cost Impact of the Lifetime Fitness Program*

James P. LoGerfo, MD, MPH

University of Washington, Health Promotion Research Center

■ *Prevalence of Diabetes Among the Elderly: A Comparison of Medicare Data with BRFSS Data*

Youjie Huang, DrPH, MD

South Carolina Department of Health and Environmental Control

■ *Use of Arthritis Services in Illinois: Comparison of Arthritis Foundation Profiles with BRFSS Data*

Marjorie A. Getz, PhD

Lutheran General Children's Hospital, Chicago, Illinois

Presenters in this session will illustrate the uses of research in analyzing program cost savings, highlighting disparities in use of services, and determining disease prevalence. Researchers will share results of their study on the impact of a lifetime fitness program for older adults on health costs and utilization. Other panelists will describe the utility of BRFSS data, along with other data such as Medicare data and surveys, in targeting services to underserved groups and for determining disease prevalence.

CONCURRENT SKILLS TRAINING SESSION 3

5:00 P.M.–6:30 P.M.

Savannah Rooms - Level 2

*CDCynergy: Training for Chronic Disease State Program
Staff and Partners*

INSTRUCTORS:

■ *Using CDCynergy 2001 to Communicate About Chronic Diseases*

Jennifer A. Neiner, MPH, CHES

Centers for Disease Control and Prevention

Brittney A. Anderson, MD

Centers for Disease Control and Prevention

Susan J. Lockhart, PhD, MPH

Centers for Disease Control and Prevention

Michelle R. Dixon, MA

Centers for Disease Control and Prevention

Michelle M. Roland, PhD

Centers for Disease Control and Prevention

This interactive, hands-on course will be offered to chronic disease state program staff and partners who are implementing chronic disease programs that focus on population-based interventions. Participants will use the Cardiovascular Health (CVH) Edition of CDCynergy 2001 to work through six logical phases of the health communication planning process. All key features of the CD-ROM-based planning tool will be demonstrated, including the tutorial, resource kiosk, case examples, media library, video consultants, and workbook. Each participant will receive 25 copies of the CVH Edition to share with other staff and partners within their state who wish to create effective communication strategies that contribute to chronic disease prevention and health promotion.

**AWARDS CEREMONY, RECEPTION,
AND POSTER PRESENTATIONS**

7:00 P.M.–9:00 P.M.

Capitol Ballroom

- | | | | |
|-----------|--|------------|---|
| P1 | Dietary and Physical Activity Trends in South Carolina Adolescents
Hylan D. Shoob
<i>Armstrong Atlantic State University,
Department of Health Science</i> | P8 | Geographic Distribution of Facilities that Promote/Harm Heart Health in the Jackson, MS, Metro Area
Alan Penman
<i>Mississippi State Department of Health, Office of Community Health Services</i> |
| P2 | Potential Use of GIS to Assess Communities
Karen Kirtland
<i>University of South Carolina,
Prevention Research Center</i> | P9 | Physical Activity Report, Georgia, 2001
Susan K. Bricker
<i>Georgia Division of Public Health</i> |
| P3 | Clinical Preventive Services State Legislation: What Is Required?
Molly French
<i>Partnership for Prevention</i> | P10 | Food Service Limitations to Encouraging Fruit and Vegetable Consumption in Utah Middle Schools
Kathy Paras
<i>Utah Department of Health</i> |
| P4 | How Do Employers Make Decisions About Clinical Preventive Services?
Maris A. Bondi
<i>Partnership for Prevention</i> | P11 | Should Community Anxiety or Science Drive Cleanup? A Lead Story from Ontario
R. C. Williams
<i>McMaster University, Department of Pediatrics</i> |
| P5 | Live Long and Prosper: Improving Physical and Emotional Well-Being in the Seriously Mentally Ill
Leslie Sullivan
<i>Massachusetts Department of Mental Health</i> | P12 | Usability Testing of a Cancer Public Health Web Site
Susan Allison
<i>BRI Consulting Group</i> |
| P6 | Results of a 6-Year CDC Program on NCD Prevention in Russia
Tom Schmid
<i>Centers for Disease Control and Prevention</i> | P13 | Osteoporosis Awareness and Attitudes—Comparing Perceptions of Providers and Persons at Risk
Jeanne Alongi
<i>Foundation for Osteoporosis Research and Education</i> |
| P7 | What Makes a Community Walkable? A Walk to School Day Case Study
Anne Seeley
<i>California Department of Health Services/UCSF Institute for Health and Aging</i> | P14 | Effectiveness of Fitness Fever on Families and School Environment
Pamela Van Zyl York
<i>Minnesota Department of Health</i> |

Poster Sessions

P15 "I Don't": A Youth-Guided Tobacco Prevention Program

Roberto Villarreal
*University of Texas Health Science
Center at San Antonio*

P16 How Consistent Is Infant Race at Birth and at Death on Vital Records?

Wendy L. Hellerstedt
*University of Minnesota, Division of
Epidemiology*

P17 Risk of Pregnancy-Induced Hypertension Among African American Women

Wendy N. Nembhard
*Morehouse School of Medicine,
Social Epidemiology Research
Division*

P18 Single-Parent Status and Hypertension Among African American Women: The Metro Atlanta Heart Disease Study

Wendy N. Nembhard
*Morehouse School of Medicine,
Social Epidemiology Research
Division*

P19 Differences in Health Outcomes by Education

Leigh F. Callahan
University of North Carolina

P20 Effect of Prostate Cancer Screening Status on Treatment Decisions for Clinically Localized Disease

Noell Stone
*University of New Mexico Health
Sciences Center, Cancer Research
Facility*

P21 Screening for Diabetes in an African American Community: The Project DIRECT Experience

Deborah Porterfield
*North Carolina Division of Public
Health*

P22 Identifying Racial Differences in Functional and Mental Health Status Among Older Missouri Adults

Anjail D. Deshpande
*Missouri Department of Health and
Senior Services*

P23 Rare Chronic Disorders in Guam: Regional Partnership Improves Hemophilia Treatment, Research, and Advocacy

Judith Baker
Children's Hospital Los Angeles

P24 The Cardiovascular Health Practitioner's Institute: Skill-Building for Partners

J. Nell Brownstein
*Centers for Disease Control and
Prevention*

P25 Fragmentation of Health Care Among Older Adults Receiving Care in an Urban Public Hospital

Michael Weiner
*Indiana University, Regenstrief
Institute for Health Care*

P26 Reaching Minority Populations in Rural and Inner-City Underserved Areas with P.A.C.E.

Rhonda Clancy
Illinois Department of Public Health

P27 Evaluation of the Missouri Arthritis and Osteoporosis Program

Gowri Shetty
*Saint Louis University School of
Public Health*

P28 Partnering with Federally Qualified Community Health Centers on a Shoestring Budget

Janet Reaves
*North Carolina Diabetes Control
Program*

Poster Sessions

- P29 A Status Report on Health Promotion/Disease Prevention Activities for Older Adults: The Aging States Project**
Ruth Palombo
Massachusetts Department of Public Health
- P30 Increased Mortality in the Elderly with Arthritis**
Richard Maisiak
University of Alabama at Birmingham
- P31 Social Constraints and CVD Risk Factor Clustering Among African Americans: The Metro Atlanta Heart Disease Study**
Rakale Collins
Morehouse School of Medicine
- P32 Correlations Between Tooth Loss and Stroke — BRFSS 1999**
Paul Eke
Division of Oral Health, Centers for Disease Control and Prevention
- P33 Correlations Between Tooth Loss and Coronary Heart Disease (CHD) — BRFSS 1999**
Paul Eke
Division of Oral Health, Centers for Disease Control and Prevention
- P34 Diabetes in North Carolina: Are We on Track for Healthy People 2010?**
Katrina Donahue
University of North Carolina, Department of Family Medicine
- P35 Variation in Asthma Hospitalization Rates by Town Size, Poverty Level, and Ethnicity in Massachusetts**
Laura Leypoldt
Hampshire College
- P36 Arthritis Prevalence and Health Status Among Utah Residents with Arthritis, by Education Level in Utah**
Richard C. Bullough
Utah Department of Health, Arthritis Program
- P37 Child Health on Radionuclide-Contaminated Territory**
Yuriy P. Yarmolenko
Chortkiv Regional Comprehensive Hospital
- P38 Chronic Conditions and Health Status Among Adult Patients in the Family Practice Setting**
Shannon S. Currey
University of North Carolina, Thurston Arthritis Research Center
- P39 Prenatal Substance Use: Are Abused Women at Greater Risk?**
Wendy L. Hellerstedt
University of Minnesota, Division of Epidemiology
- P40 Comparison of Cognitive and Emotional Functioning Among Healthy Seniors and Seniors with Epilepsy**
Roy C. Martin
University of Alabama at Birmingham
- P41 Behaviors and Social Contexts of U.S. Adolescents Who Anticipate Early Death**
Michael D. Resnick
National Teen Pregnancy Prevention Research Center
- P42 Relationship Between Parent's and Teenagers' Physical Activity Behavior in a Sample of Inner-City Families**
Roy F. Oman
University of Oklahoma Health Sciences Center

Poster Sessions

P43 Community Substance Abuse Prevention for Youth: Ethnographic Assessment
Sue Gena Lurie
University of North Texas Health Science Center – SPH

P44 Strategies for Developing Evidence-Based Exercise Recommendations for Older Adults
Thomas R. Prohaska
University of Illinois at Chicago

P45 Health-Related Quality of Life Among Community-Dwelling Persons with Spinal Cord Injury
Larry Steele
New York State Department of Health

P46 Promoting School Health Programs via Mobile Health Units
Diane D. Allensworth
Centers for Disease Control and Prevention

P47 Prenatal Substance Use and Birth Outcomes: What Does Missing Documentation Tell Us?
Wendy L. Hellerstedt
University of Minnesota, Division of Epidemiology

P48 Effect of Topical Herbal Treatment on Osteoarthritis: A Randomized Controlled Clinical Trial
Bert H. Jacobson
Oklahoma State University

P49 Take the Pledge II — Move More, Eat Better: A Community Nutrition Intervention
M. Jean Brancheau Egan
Oakland County Health Division

P50 Are Six-Month Outcomes Relevant in Evaluations of Chronically Ill Seniors?
Elizabeth A. Phelan
University of Washington

P51 Effectiveness of Lay Educators in Colorectal Cancer Screening Recruitment
Leroy Kim
Texas Tech University Health Sciences Center — El Paso

P52 Using CMS Data to Examine Diabetes Mellitus in Ohio Nursing Homes
Rosemary Duffy-Cooper
CDS Assignee to Ohio Department of Health, Division of Prevention

P53 Closing the Preterm Delivery Gap: Strategies from Advancing Research to Informing Policy
Jessie R. Hood
Division of Reproductive Health

P54 Growing Up with Parental Alcohol Abuse: Exposure to Childhood Abuse, Neglect, and Household Dysfunction
Shanta Dube
Centers for Disease Control and Prevention

P55 Keeping the Focus on Public Health: The Political Struggle of a Tobacco Task Force
Jacquie A. Shillis
University of Texas Health Science Center at Houston

Program Schedule

THURSDAY, February 28, 2002

EVENTS

<i>Continental Breakfast</i>	7:00 a.m.–8:15 a.m. Exhibit Hall
<i>Registration</i>	7:00 a.m.–7:00 p.m. Convention - Level 1
<i>Ancillary Meetings</i>	7:00 a.m.–9:00 p.m. (See page 105)
<i>Exhibits Open</i>	8:00 a.m.–3:30 p.m. Exhibit Hall
<i>Break and Refreshments</i>	10:00 a.m.–10:30 a.m. Exhibit Hall
<i>Mid-Morning Stretch</i>	10:25 a.m.–10:30 a.m. Capitol Ballroom
<i>Lunchtime Events/Networking</i>	12 Noon–1:30 p.m.
<i>Gold Medal Mile Event</i>	12 Noon–1:30 p.m.
<i>Break and Refreshments</i>	3:00 p.m.–3:15 p.m. Exhibit Hall

CONCURRENT SESSION 20

8:30 A.M.–10:00 A.M.

Georgia 1 and 2

Aging: The Public Health Topic for the 21st Century

MODERATOR:

Janet L. Collins, PhD

Centers for Disease Control and Prevention

PRESENTERS:

■ *Public Health and Aging: What Do the States Say?*

Ruth D. Palombo, MS

Massachusetts Department of Public Health, Office of Elder Health

■ *Why Aging Is Important to Public Health*

Kathy Cahill, MPH

Centers for Disease Control and Prevention

■ *Why Public Health is Important to Aging*

Theresa N. Lambert, MEd

National Association of State Units on Aging

Greg B. Case, MS

National Association of State Units on Aging

This session will bring together public health professionals and their colleagues from the Aging Network in order to bridge the gap between aging and public health. The basic structure of each discipline will be described, and opportunities for partnership will be suggested. Results from the joint state health department/state unit on aging survey will be discussed and used as a basis for suggesting future activities.

THURSDAY, February 28, 2002

CONCURRENT SESSION 21

8:30 A.M.–10:00 A.M.

Georgia 3 and 4

Sociocultural Environmental Review in the Guide to Community Preventive Services

MODERATOR:

Camara P. Jones, MD, MPH, PhD
Association of Black Cardiologists, Inc.

PRESENTERS:

- *Ecological Approach to Health Interventions: Recognizing Societal Level Phenomena as Critical Determinants of Health*

Susan C. Scrimshaw, PhD
University of Illinois, Chicago, School of Public Health

- *Health Disparities: How to Operationalize Closing the Gaps*

Maxine D. Hayes, MD, MPH
Washington State Department of Health

Recognizing the interaction between biology, behavior, and the environment as determinants of health, the presenters will use information from the *Guide to Community Preventive Services* to identify the domains of the social environment that can influence health outcomes, and summarize the effectiveness of community-based interventions to support health-enhancing social environments.

CONCURRENT SESSION 22

8:30 A.M.–10:00 A.M.

Georgia 5 and 6

Genomics and Public Health: Addressing Family History

MODERATOR:

Wayne H. Giles, MD, MS

Centers for Disease Control and Prevention

PRESENTERS:

- *Ethical, Legal, and Social Issues in Public Health Genomics and New Resources for State Health Departments*

Toby Citrin, JD

University of Michigan

- *Addressing Family History of Cardiovascular Disease in the Community*

William A. Neal, MD

West Virginia University

- *Family History: A Personal Perspective*

Katy Elliott-Attebery

WomenHeart Volunteer

- *Family History, Genetic Testing, and Chronic Disease: Clinical Applications*

Maren T. Scheuner, MD, MPH

Cedars-Sinai Medical Center, GenRISK Program

Virtually all human diseases result from the interaction of genetic variation with environmental factors, such as behaviors and exposures. The goal of this session is to increase awareness among public health professionals of the potential for integrating genetics into public health programs. As a first step, one could consider how we are dealing with family history. Clinical, public health, and ethical perspectives on addressing family history will be discussed as well as new resources for state health departments.

THURSDAY, February 28, 2002

CONCURRENT SESSION 23

8:30 A.M.–10:00 A.M.

Georgia 7 and 8

Strategies for Increasing Nutritious Beverage Consumption Among Young People

MODERATOR:

Linda Redman, MPH, MA
Centers for Disease Control and Prevention

PRESENTERS:

- *Challenging Exclusive Pouring Rights Contracts by Rallying Students, Parents, and the Media*
Amanda N. Purcell, MPH
California Project LEAN, Public Health Institute
- *Nutritious Beverage Consumption Among Young People in the United States: Trends and Possible Consequences*
Lisa Harnack, DrPH, RD
University of Minnesota
- *Establishing Statewide School Nutrition Standards: A Legislative Policy Approach*
Harold Goldstein, DrPH
California Center for Public Health Advocacy
- *Innovations in Marketing Milk to the Nation's Students*
Barbara Jirka, MS
National Dairy Council

This session will begin with a report on the most recent data on trends in soft drink consumption and possible health and nutritional consequences; it will then feature reports on three different, innovative strategies being implemented to discourage excessive soft drink consumption.

THURSDAY, February 28, 2002

CONCURRENT SESSION 24

8:30 A.M.–10:00 A.M.

Georgia 9 and 10

Successful Scientific Writing

MODERATOR:

Terrie D. Sterling, PhD

Centers for Disease Control and Prevention

PRESENTERS:

Richard A. Goodman, MD, JD

Centers for Disease Control and Prevention

Paul Z. Siegel, MD, MPH

Centers for Disease Control and Prevention

The principles of effective writing and the strategies needed to expedite publication of their investigations will be described. Special emphasis will be placed on a systematic approach to the process of writing and publishing an article.

Program Schedule

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 9

8:30 A.M.–10:00 A.M.

Georgia 11 and 12

Community-Based Approaches to Eliminating Disparities

MODERATOR:

Adewale Troutman, MD
Morehouse School of Medicine

PRESENTERS:

- *Kool, Kalm, and Addikted: African Americans and the Menthol Cigarette Hook*

Linda Pederson, PhD
Centers for Disease Control and Prevention

- *Prevalence of Selected Cardiovascular Disease Risk Factors Among Asian Indian Immigrants in New Jersey*

Ranjita Misra, PhD
Texas A&M University, Health and Kinesiology Department

- *BIEN!: A Partnership in the U.S.–Mexico Border Region Using the Internet to Improve Community Health*

Todd W. Wilson, MS
New Mexico Department of Health, Centers for Disease Control and Prevention

- *The Massachusetts Community Health Worker Network*

Durell Fox, BS
New England HIV Education Consortium

This panel presentation will detail efforts being made to determine disease prevalence levels, identify disparities, and understand underlying causes for risk disparities among racial and ethnic community groups. Studies highlighted include a series of focus groups of African American smokers in 2001 and analysis of a BRFSS-based survey instrument to obtain prevalence of cardiovascular disease risk factors among Asian Indian immigrants. Community-based strategies to eliminate disparities will also be shared, including the development of a community health worker network and a free, bilingual health information Web site.

CONCURRENT ABSTRACT SESSION 10

8:30 A.M.–10:00 A.M.

Atlanta 1 and 2

Evaluating Health Communications

MODERATOR:

Michael D. Lebowitz, PhD
Arizona Prevention Research Center

PRESENTERS:

- *Evaluating the Be Healthy, Be Active Campaign*
Charlotte Claybrooke, MS, BA
Washington State Department of Health
- *Determining Effective Health Communications for Rural Residents*
Paula Winkler
Western Illinois Area Health Education Center
- *Evaluation Study of Latino-Specific Social Marketing Activities*
Desiree Backman, DrPH, MS, RD
California 5 A Day Campaign
- *Evaluating Media Advocacy Efforts Addressing Fast Food in California Public High Schools: A Content Analysis*
Erika Takada, MPH
California Project LEAN

Panelists will present results of health communications evaluations and the lessons learned that could be used to guide the development of future campaign activities. Discussion will center around the evaluation of the design or effectiveness of four media and communication campaigns; a media advocacy program to address the problem of the high prevalence of fast food in California high schools; the design of a communication strategy to reach rural residents and their providers; a campaign to increase awareness of the moderate physical activity guidelines; and a campaign to encourage California Latino adults to consume 5 or more daily servings of fruits and vegetables.

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 11

8:30 A.M.–10:00 A.M.

Atlanta 4 and 5

Closing the Gap in Screening Services

MODERATOR:

Cheri Tolle, MAEd, CHES

University of Kentucky, Prevention Research Center

PRESENTERS:

- *Bells for Remembrance: Building Community Partnerships for Breast Health Awareness*

Natasha Blakeney, MPH

Morehouse School of Medicine, Cancer Information Service

- *Screening for Cardiovascular Disease Risk Factors Among Blacks, Latinos, and Whites from Four Chicago Communities*

Janine M. Jurkowski, MPH

University of Illinois at Chicago Health Research and Policy Center

- *Successful Strategies for Breast and Cervical Cancer Screening Among American Indian and Alaska Native Women*

Carlyn Orians, MA

Battelle Centers for Public Health Research and Evaluation

- *Characteristics of Men Diagnosed with Prostate Cancer by Screening and Case-Finding: The PCOS Study*

Noell Stone, MPH

University of New Mexico Health Sciences Center, Cancer Research Facility

Strategies to increase screening for disease as well as differences in screening among population groups will be discussed in this panel presentation. Presenters will explain how the BRFSS can be used to monitor racial/ethnic differences and their causes in cardiovascular disease risk factors as well as the screening history for men with prostate cancer and the association between demographic, clinical, and health status variables. Also highlighted will be descriptions of different models for successfully delivering cancer-screening services to native women and of the process of developing innovative community partnerships to promote the importance of breast cancer screening.

THURSDAY, February 28, 2002

CONCURRENT SKILLS TRAINING SESSION 4

8:30 A.M.–10:00 A.M.

Savannah Rooms - Level 2

Chronic Disease Prevention Databases on the Web

INSTRUCTOR:

Jan Stansell, MLS

Centers for Disease Control and Prevention

This session will present the new Web-based version of the CDP Databases: the Health Promotion and Education Database, the Cancer Prevention and Control Database, the Epilepsy Education and Prevention Activities Database, the Prenatal Smoking Cessation Database, and the NCCDPHP Publications Database.

Program Schedule

THURSDAY, February 28, 2002

PLENARY PRESENTATION

10:30 A.M.–12 NOON

Capitol Ballroom

Public Health Across the Life Span

MODERATOR:

Martha F. Katz

Centers for Disease Control and Prevention

PRESENTERS:

■ *Aging in America*

Margaret Giannini, MD

Department of Health and Human Services

■ *Cultivating Connections in the Lives of Youth*

Michael D. Resnick, PhD

University of Minnesota Prevention Research Center

Two speakers will address public health issues related to two major target populations: youth and older adults. Margaret Giannini, Health and Human Services, Principal Deputy to the Assistant Secretary for Aging, will discuss healthy aging. Life expectancy and overall health have improved in recent years for a large number of Americans, thanks to an increased focus on preventive medicine and dynamic new advances in medical technology. The Administration of Aging is the advocate agency for older Americans and their concerns. The Agency is dedicated to preparing America to meet the challenges and to maximize the opportunities presented by the longevity of its people.

Michael Resnick, director of the University of Minnesota Prevention Research Center, will present new research related to school and community roles for promoting protective factors in the lives of adolescents. The dual strategy of risk reduction as well as the promotion of protective factors to maximize the well-being of young people will also be discussed.

GOLD MEDAL MILE EVENT

12 NOON–1:30 P.M.

Meet in Lobby - Level 2

Conference attendees are invited to participate in the Gold Medal Mile event on Thursday, February 28 at 12:00 noon. The Gold Medal Mile is a program of A Healthier You 2002, the Salt Lake Organizing Committee for the Olympic Winter Games of 2002, The Utah Department of Health, and a number of other Utah health organizations. The event invites participants to walk a one-mile course, which will begin at the Sheraton Atlanta Hotel, site of the conference, with participants traveling to and through Olympic Centennial Park (site of the Olympic Summer Games of 1996) and back to the conference site. All participants who complete the walk will receive a beautiful Gold Medal Mile commemorative lapel pin. This striking black and gold pin is imprinted with the 2002 Olympic Winter Games logo. Participants will also be able to use points earned from completing the walk toward the Gold, Silver or Bronze awards challenge being held in conjunction with the conference. Please plan to join co-Grand Marshals Dr. Jeffrey Koplan, Director, Centers for Disease Control and Prevention (invited), and Dr. James Marks, Director, National Center for Chronic Disease Prevention and Health Promotion (invited) for this Gold Medal Mile event. Participants may register for the event on site.

THURSDAY, February 28, 2002

CONCURRENT SESSION 25

1:30 P.M.–3:00 P.M.

Georgia 1 and 2

Closing the Gap Between Research and Practice

MODERATOR:

Mike F. White

Michael F. White and Associates

PRESENTERS:

■ *Translating Research into Practice: Community Perspective*

Quinton E. Baker

Consultant, Community Health, Leadership and Development

■ *Translating Research into Practice: Practitioner Perspective*

Karen A. Petersmarck, PhD, MPH

Michigan Department of Public Health

■ *Translating Research into Practice: Academic Perspective*

Geri A. Dino, PhD

West Virginia University, Prevention Research Center

The presenters will provide a candid and insightful look at the gap between research and practice. Questions to be considered include: (1) What are we doing to translate research into practice? (2) How can we do it better? and (3) What are the problems and opportunities facing academics, public health practitioners, and community members?

CONCURRENT SESSION 26

1:30 P.M.–3:00 P.M.

Georgia 3 and 4

*Complementary and Alternative Medicine: Implications for Public Health***MODERATOR:**

Johanna M. Hinman, MPH, CHES
The Arthritis Foundation

PRESENTERS:

- *Complementary and Alternative Medicine Use Among Persons with Arthritis*

Leigh F. Callahan, PhD
*University of North Carolina at Chapel Hill
Thurston Arthritis Research Center*

- *Complementary and Alternative Medicine: Panacea or Pandora's Box?*

Andrew H. Heyman, MHSA
University of Michigan, Medical School

Complementary and alternative medicine (CAM) has become a hot topic for the public and health professionals alike. Preliminary data suggest that 42% of U.S. adults tried some form of alternative medicine in 1997. Interest in alternative medicines and their attendant theories and techniques by patients and the public is growing at an extraordinary pace. Risks to patients using these therapies include possibilities for drug/herb interactions, believing misleading claims, and excluding biomedical interventions from a health care regimen. Public health issues include concerns about the activities of unregulated alternative practitioners, the trend to cover CAM as an insurance benefit or in a work site health promotion program, the need for educating physicians and conventional health care providers about effectiveness, economic, legal, and therapeutic implications of CAM use. Yet there is growing agreement in the scientific community that some of these therapies might be useful. The use of CAM among people with arthritis will be highlighted to exemplify some of these concerns and prospects.

THURSDAY, February 28, 2002

CONCURRENT SESSION 27

1:30 P.M.–3:00 P.M.

Georgia 5 and 6

Integrating Asian Americans/Pacific Islanders Culture into Public Health Programs: Consumer and Provider Involvement

MODERATOR:

Faye L. Wong, MPH, RD

Centers for Disease Control and Prevention

PRESENTERS:

Ignatius Bau, JD

Asian and Pacific Islander American Health Forum

Nina L. Agbayani, RN

Association of Asian Pacific Community Health Organizations

Claire K. Hughes, DrPH, RD

Hawaii State Department of Health

Penny L. Keli'i

Hawaii State Department of Health

Asian Americans and Pacific Islanders are a rapidly growing U.S. population with an estimated 10.9 million persons (4.0%) as of July 1999. Asian Americans and Pacific Islanders are diverse in many ways; however, like other minority groups, this population continues to face numerous health disparities. Culture plays an integral part in the life of Asian American and Pacific Islanders. The successful management of health behaviors is at least as dependent on cultural beliefs and practices as it is on recommendations made by health care providers. Identifying effective ways to acknowledge and incorporate cultural practices, beliefs, and history in health promotion is critical and cannot be accomplished without input from the community. A panel will focus on how culture influences the health behaviors and practices of Asian Americans and Pacific Islanders. An overview of the population will include highlights of the ethnic groups and their cultural beliefs. The importance of harmony and balance will be discussed. Strategies used to promote consumer and patient involvement in health care and ways for providers to proactively seek and integrate culture into their programs will be discussed.

CONCURRENT SESSION 28

1:30 P.M.–3:00 P.M.

Georgia 7 and 8

The Challenge: Communicating Effectively with National Policymakers

MODERATOR:

Jean Chabut, BSN, MPH

Director of Community Health, Michigan Department of Health

PRESENTERS:

Katie L. Clarke, BA

Government Relations Director, Arent Fox Kintner Plotkin and Kahn, PLLC

Mark J. Mioduski, MPA

The PMA Group

Barbara W. Levine

Barbara W. Levine and Associates

During this session, national policy advocacy experts from R-2-P, CDD, and ASTHPHE will discuss chronic disease budget and policy issues and discuss effective ways of communicating with national policymakers.

THURSDAY, February 28, 2002

CONCURRENT SESSION 29

1:30 P.M.–3:00 P.M.

Georgia 9 and 10

Evaluation of Social Marketing Programs

MODERATOR:

Judith McDivitt, PhD

Centers for Disease Control and Prevention

PRESENTERS:

■ *A User-Friendly Guide for Physical Activity Evaluation*

Nancy Hood, BS

Centers for Disease Control and Prevention

■ *Evaluation of Social Marketing Campaigns*

Judith A. McDivitt, PhD

Centers for Disease Control and Prevention

■ *A Standard Model of Communication Interventions for Behavior Change: Evidence from the West Virginia Mass Media Community Field Studies*

Steve Booth-Butterfield, EdD

Centers for Disease Control and Prevention

Williams Reger, EdD

West Virginia University School of Medicine

This session will present practical information on evaluating social marketing and communication programs. The first presentation will explain evaluation in general and present a user-friendly guide to evaluating physical activity programs that can be applied to other program areas. The second speaker will discuss issues specifically related to evaluating social marketing and communication programs. The last two speakers will describe two communication campaigns in West Virginia and provide details on how they were evaluated.

CONCURRENT ABSTRACT SESSION 12

1:30 P.M.–3:00 P.M.

Georgia 11 and 12

Comprehensive Nutrition and Physical Activity

MODERATOR:

David C. Ramsey, MPH

Centers for Disease Control and Prevention

PRESENTERS:

■ *Impact of Environmental and Policy Factors on Nutrition Behavior*

Nisreen H. Kabeer, MPH

Missouri Department of Health

■ *Local Physical Activity and Nutrition Coalitions: Creating Liveable, Healthy Communities*

Jimmy Newkirk, BS

North Carolina Department of Health and Human Services

■ *Institutionalizing Comprehensive State Nutrition and Physical Activity Programs*

David C. Ramsey, MPH

Centers for Disease Control and Prevention

■ *Guidelines for Creating Comprehensive Nutrition and Physical Activity Programs*

Susan Foerster, MPH

California Department of Health Services

In this session, presentations will highlight the impact of policy and environmental initiatives on individual nutrition behavior. In addition, two presentations will explain state-based efforts to increase physical activity and improve nutrition through local coalitions operating as successful agents of change and partnership and through the design and structure of comprehensive nutrition and physical activity programs by state health departments. Participants will also learn about major recommendations included in the “Guidelines for Sustaining Comprehensive Programs to Promote Healthy Eating and Physical Activity.”

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 13

1:30 P.M.–3:00 P.M.

Atlanta 1 and 2

Partnership to Promote Health Behaviors

MODERATOR:

Jennifer (Ginger) Ryan, MBA, PhD
Chiricahua Community Health Centers, Inc.

PRESENTERS:

- *Successful Health Promotion/Disease Prevention Programs for Older Adults: Creative Partnerships and Collaborations*
Richard T. Greene, PhD, MPH
Marshfield Medical Research Foundation
- *The Role of Michigan Schools in Promoting Healthy Weight: A Remarkable Consensus Process*
Elizabeth Coker-Haller, MEd
Michigan Department of Education
- *Engaging Diverse Stakeholders as Partners in Healthy Communities*
Shirley Duma, MA
California Healthy Cities and Communities
- *Partnership for Better Bones: A Program for Osteoporosis Prevention*
April Eldridge, BS
Michigan Public Health Institute

In this session, we will discuss lessons learned by four different partnerships that were organized to promote healthy behaviors. A broadly representative consensus group was organized in Michigan to reach consensus on an appropriate role that schools could play in addressing pediatric obesity. California Healthy Cities and Communities (CHCC) strengthens partnerships through a participatory governance and systems approach to improve community health. The Aging States Project conducted a needs assessment to identify models of successful state collaborations that can be used by other states. Three statewide networks developed a partnership to use community education providers to alter risk behaviors related to osteoporosis.

CONCURRENT ABSTRACT SESSION 14

1:30 P.M.–3:00 P.M.

Atlanta 4 and 5

Issues in Arthritis and Asthma

MODERATOR:

Susan Tortolero, PhD
University of Texas at Houston

PRESENTERS:

- *Inactivity-Associated Medical Expenditures Among U.S. Adults with Arthritis, 1996*

Charles G. Helmick, MSW
Centers for Disease Control and Prevention

- *A Collaborative Success: The Georgia Arthritis Report 2000*

Jennifer J. McGinnis, MPH
Arthritis Foundation (Georgia Chapter)

- *Estimating Asthma Prevalence Using the Behavioral Risk Factor Surveillance System and the National Health and Nutrition Examination Survey*

Manxia Wu, MD, MPH
South Carolina Department of Health and Environmental Control

- *Quality of Life Among People with Asthma in the United States*

Manxia Wu, MD, MPH
South Carolina Department of Health and Environmental Control

This session will explore the burden of arthritis and asthma. Medical expenditures among adults with arthritis will be presented. The factors associated with health-related quality of life among people with asthma will be explored.

THURSDAY, February 28, 2002

CONCURRENT SKILLS TRAINING SESSION 5

1:30 P.M.–3:00 P.M.

Savannah Rooms - Level 2

How to Use the NCHS Data Warehouse on Trends in Health and Aging for Chronic Disease Studies, with Examples from Heart Disease

INSTRUCTORS:

Yelena A. Gorina, MS

Centers for Disease Control and Prevention

James D. Lubitz, MPH

Centers for Disease Control and Prevention

In this hands-on workshop, participants will learn how to access the health and health care data on the Warehouse Web site and use the Beyond 20/20 software. Students will learn how to use special features of the software. The access to the metadata, sorting, graphs, and maps, will be explained. Then students will be guided through a series of exercises to analyze overall trends in the health of the elderly and then to study in detail trends in the prevalence and treatment of coronary artery disease in the United States.

CONCURRENT SESSION 30

3:15 P.M.–4:45 P.M.

Georgia 1 and 2

Eliminating Health Disparities — The Impact of Law on Hispanic/Latino Health

MODERATOR:

Lorna English, MS

Centers for Disease Control and Prevention

PRESENTERS:

■ *Taking Control of One's Health (Tomando Control de su Salud)*

Kate Lorig, RN, DrPH

Stanford University, Department of Medicine

Maria H. Marin, BS

Stanford University Patient Education Research Center

The presenters will give an overview of the “Tomando Control de su Salud” Chronic Disease Self-Management Program developed by the Stanford Patient Education Research Center and describe how this curriculum addresses the mental health needs of Hispanics facing chronic disease. Findings from the initial evaluation of the Spanish CDSMP will be presented.

THURSDAY, February 28, 2002

CONCURRENT SESSION 31

3:15 P.M.–4:45 P.M.

Georgia 3 and 4

Measuring the Impact of Community-Based Research

MODERATOR:

Michele A. Kelley, ScD, MSW, MA

University of Illinois at Chicago, School of Public Health

PRESENTERS:

- *Community Psychology, Ecology, and the Impact of Community-Based Interventions*

Edison J. Trickett, PhD

University of Illinois at Chicago, Department of Psychology

- *Social Ecology as a Model for Informing Community Interventions and Outcomes*

Robert M. Goodman, PhD, MPH, MA

Tulane University, School of Public Health and Tropical Medicine

- *Using a Syndemic Orientation to Explore Evaluation Design Options for Community Health Improvement Initiatives*

Bobby Milstein, MPH

Centers for Disease Control and Prevention

This session focuses on how to assess the community-level impact of complex community interventions. Emphasis is placed on ecological models of community health improvement. The challenges and emerging design options for evaluating community health improvement initiatives will be explored. A working definition of a “syndemic orientation” (i.e., an approach to health promotion and disease prevention that addresses clusters of interacting health and social problems) will be presented. Using this syndemic orientation, alternative planning and evaluation strategies that address typical needs of community health programs (e.g., evaluation without a control group, differentiating attribution and contribution, resolving problems of confounding) will be explored. Several implications of this approach will be discussed, and participants will have an opportunity to suggest where additional research in this area should be focused to ensure that the theory and methods for a syndemic orientation is appropriate for understanding and documenting the effects of community health improvement initiatives.

CONCURRENT SESSION 32

3:15 P.M.–4:45 P.M.

Georgia 5 and 6

Evidence-Based Findings on What Works in Chronic Disease Prevention and Control from the Guide to Community Preventive Services

MODERATOR:

Howell Wechsler, EdD, MPH

Centers for Disease Control and Prevention

PRESENTER:

Brad A. Myers

Centers for Disease Control and Prevention

This PowerPoint presentation covers the basics of the *Guide to Community Preventive Services*. Specifically it will focus on recommendations issued relating to chronic disease prevention and control for specific health behaviors and conditions (e.g., tobacco, physical activity, diabetes, oral health).

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CONCURRENT SESSION 33

3:15 P.M.–4:45 P.M.

Georgia 7 and 8

Writing for the Web

PRESENTER:

Michael A. Hughes, PhD
Working Knowledge, Inc.

Writing online is different than writing for print media. Because reading online makes different demands on readers, print material being published online must be adapted. Reading online demands more effort and activity from the reader. The reader must also use different strategies to decide whether and how to read documents online. The Web writer or content editor can assist readers by adapting the length, format, readability, and structure of documents destined for the online audience.

CONCURRENT SESSION 34

3:15 P.M.–4:45 P.M.

Georgia 9 and 10

*Policy-Making at the State Level: The Critical Role of
Voluntary Organizations*

MODERATOR:

Donald O. Lyman, MD, DTPH (London)
California Department of Health

PRESENTERS:

■ *Advocacy for Cardiovascular Health*

Katherine A. Krause
American Heart Association

■ *Advocacy for Diabetes Care*

Ann Albright
University of California at San Francisco, Institute for Health and Aging

■ *Advocacy for Cancer Prevention and Control*

Daniel E. Smith
American Cancer Society

■ *NGA: Providing the Right Tools, the Best Information, and the
Brightest Ideas to Governors*

Joan Henneberry, MA, BA
National Governors Association, Center for Best Practices

This session will examine successful state-level partnerships for policy change, involving voluntary health agencies and state departments of public health. Representatives of the American Cancer Society, the American Heart Association, the American Diabetes Association, and the National Governors Association will describe how their organizations have successfully engaged state policymakers and how state chronic disease staff can work more effectively with voluntary organizations at the state level.

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 15

3:15 P.M.–4:45 P.M.

Georgia 11 and 12

School Health and Policy

MODERATOR:

Laura Kann, PhD

Centers for Disease Control and Prevention

PRESENTERS:

- *Policies and Programs Related to Nutrition, Physical Activity, and Tobacco Use in U.S. Schools*

Nancy Brener, PhD

Centers for Disease Control and Prevention

- *What's Happening in Schools Depends on Who You Ask: Utah's Heart Health School Survey*

Joan L. Ware, MSPH, RN

Utah Department of Health

- *Assessment of Asthma Policies and Programs in Arizona Schools*

Vani R. Bettgowda

Arizona Department of Health Services

This presentation will report data describing school policies, protocols, and education programs. The School Health Policies and Programs Study (SHPPS) 2000, the most current and comprehensive study on this topic will focus on tobacco, nutrition, and physical activity programs nationwide. Specific policies, environmental supports, and capacity of elementary schools to address healthier choices in nutrition, physical activity, tobacco use, and faculty wellness in Utah will be explored and followed by a presentation on the variability of asthma policies, protocols, and education programs in Arizona schools.

CONCURRENT SKILLS TRAINING SESSION 6

3:15 P.M.–4:45 P.M.

Savannah Rooms - Level 2

*KidsWalk-to-School Interactive Web-Based
Train-the-Trainer Workshop*

INSTRUCTOR:

Jessica L. Shisler, MPH

Centers for Disease Control and Prevention

KidsWalk-to-School is a community-based program that aims to increase physical activity by encouraging children to walk to and from school in groups accompanied by adults. The program advocates for communities to build partnerships within the community to create safe routes to school. The program was developed and distributed by CDC in the summer of 2000. During the summer of 2001, an implementation evaluation was conducted that led to the creation of a train-the-trainer program. Using the Web-based “train-the-trainer” module in a skills development workshop, participants will be trained both on how to work with their communities to implement a walk to school program and also how to train others in planning and implementing a walk to school program. Materials will be provided to help participants get started.

Program Schedule

THURSDAY, February 28, 2002

CONCURRENT ROUNDTABLE SESSION 1

3:15 P.M.–4:45 P.M.

Capitol North

Track 1: Advocacy for Chronic Disease Prevention and Control

- **R4: Washington Breast and Cervical Health Program Data: Challenges in Changing the System**
Pama Joyner
Washington Breast and Cervical Health Program, Department of Health
- **R9: Linking Health, Education, and Industry: South Carolina's Collaborative Effort**
Teresa E. Hill
South Carolina Department of Health and Environmental Control
- **R11: Unique Methods to Educate Decision Makers and the Public — Just a Little “Off Broadway”**
Catherine Marschilok
Diabetes Center Northeast Health
- **R12: New York's Ongoing Commitment to Improving Colorectal Cancer Education**
Roxanne Brady
New York State Department of Health
- **R15: The New York Health Plan Association's Westchester New York Diabetes Initiative**
Rita A. Fahr
New York State Department of Health
- **R18: Global Tobacco Control and the Situation in China**
Baoyi Zheng
Centers for Disease Control and Prevention
- **R20: A Nurse Case Manager Model for Improving the Health of Elders in the Community**
Kathleen Krichbaum
University of Minnesota School of Nursing
- **R21: Developing a Comprehensive Electronic Program Evaluation System**
Johnnie Allen
Ohio Department of Health

CONCURRENT ROUNDTABLE SESSION 1

3:15 P.M.–4:45 P.M.

Capitol North

Track 2: Creating Policy and Environmental Change

- **R1: Creation of a Wellness Program for Fire and Police Departments**

Rita Mitchell

Barnstable County Department of Health and Environment

- **R5: Implementation of the School Health Index for Physical Activity and Healthy Eating in Rural Elementary Schools**

Nancy O'Hara Tompkins

West Virginia University

- **R7: A Case Study of Two Minnesota Community-Based Tobacco Prevention Programs**

Heather R. Britt

University of Minnesota

- **R8: Health Insurance Claims Data Study: A Reality Check**

Nancy C. Neff

Utah Department of Health

- **R10: Measuring Policy and Environmental Indicators for Cardiovascular Health**

Delores Pluto

University of South Carolina Prevention Research Center

- **R16: Implementing a County-Level Quality Improvement Review of Cardiovascular Disease**

Laura Mulford

Florida Department of Health

- **R17: Building Chronic Disease Epidemiology Capacity in States**

LaKesha Birdwell

Council of State and Territorial Epidemiologists

- **R19: Community Partnerships in Public Health Research: Past, Present, and Future**

Elizabeth Fee

National Institutes of Health

- **R22: Using Scientific Information to Develop Public Policy**

Donna F. Stroup

Centers for Disease Control and Prevention

THURSDAY, February 28, 2002

CONCURRENT ROUNDTABLE SESSION 1

3:15 P.M.–4:45 P.M.

Capitol North

Track 4: Eliminating Disparities

- **R2: Stress from Race-Based Discrimination at Work and Hypertension: The Metro Atlanta Heart Study**
Rebecca Din-Dzietham
Morehouse School of Medicine
- **R3: Healthcare Interpretation Certification/Training: Supporting Quality Health Care and Reducing Disparities**
Maria Michalczyk
Portland Community College
- **R6: REACH for Wellness: A Community-Oriented Approach to Eliminating Racial Disparities**
Adewale Troutman
Fulton County Department of Health and Wellness
- **R13: Socioecologic Stressors in African Americans with and Without Hypertension: The Metro Atlanta Heart Disease Study**
Sharon K. Davis
Morehouse School of Medicine
- **R14: Exploring the Social Capital Construct in a Community-Based Survey**
Elaine S. Belansky
Rocky Mountain Prevention Research Center

CONCURRENT ROUNDTABLE SESSION 2

3:15 P.M.–4:45 P.M.

Capitol Center

Track 3: Social Marketing and Communications

- **R25: Recurrence Prevention Program: A Social Marketing Approach**
Adriane K. Griffen
Spina Bifida Association of America
- **R27: Use of Qualitative Techniques to Develop and Refine Physical Activity Messages for People with Arthritis**
Kathryn L. Harben
Health Communications/OD/NCCDPHPHP
- **R28: Conducting Community Action Prevention Intervention Research with Urban Minority Youth: Lessons Learned**
Kathleen Pittman
College of Health and Human Sciences
- **R29: Government Campaigns Don't Just Blast-off: What It Takes to Launch a Campaign to Girls**
Nicole A. Kerr
Centers for Disease Control and Prevention
- **R31: Communication Campaigns as a Step Toward Smoke-Free Places**
Phyllis Anderson
Northwestern Health Unit
- **R34: Development of Educational Materials for Hispanics with Arthritis Who Have Low Literacy Skills**
Maria D. Cabrera
University of South Florida
- **R36: Using a Social Marketing Approach to Promote 1% Milk to Low-Income Latino Mothers**
Nestor Martinez
California Department of Health Services
- **R37: Sun Protection Attitudes and Behaviors Before and After Senator John McCain's Melanoma C.**
Crystale Purvis Cooper
Centers for Disease Control and Prevention

THURSDAY, February 28, 2002

CONCURRENT ROUNDTABLE SESSION 2

3:15 P.M.–4:45 P.M.

Capitol Center

- **R38: Got a Minute? Give It to Your Kid: Best Practices for Parenting Your Teens amid Their Vast Choice of Addictive Substances**
Reba Griffith
Centers for Disease Control and Prevention
- **R39: Confessions of Public Health Media Hogs**
Pete Sarsfield
Northwestern Health Unit
- **R40: Lessons from a Multipartner Smoking Cessation Media Campaign Initiative**
Karen K. Gutierrez
Centers for Disease Control and Prevention
- **R41: Lessons from a Global Review of Smoking-Cessation Media Campaigns**
Linda Block
Centers for Disease Control and Prevention
- **R42: An Incremental Approach to Advocating a School Nutrition Policy**
Phyllis Anderson
Northwestern Health Unit
- **R43: Reducing Tobacco Use Among Women: Partnering Health Departments, Grassroots Organizations, and Colleges**
Diane Beistle
Centers for Disease Control and Prevention

CONCURRENT ROUNDTABLE SESSION 2

3:15 P.M.–4:45 P.M.

Capitol Center

Track 7: Healthy Behaviors and Quality of Life at Every Age

- **R23: Medication Readiness: Increasing Compliance and Safety Through Patient Education**

Leslie Sullivan

Commonwealth of Massachusetts

- **R24: Cultural Adaptation of Diet and Physical Activity Intervention Materials for the Latino Community**

Beverly A. Garcia

University of North Carolina

- **R26: Evidence-Based Strategies for Improving Senior Quality of Life**

Ann L. Johnson

Private Consultant

- **R30: Recognizing, Diagnosing, and Treating Patients with Behavioral Health Needs: Gatekeeper Model of Care**

Andrea Neiman

Centers for Disease Control and Prevention

- **R32: Factors Associated with Alcohol Use Among Youth: Results from the Sarasota Demonstration Project**

Danice K. Eaton

Florida Prevention Research Center

- **R33: Case-Finding Strategies in a Community-Based Depression Treatment Program for Older Adults**

Sheryl Schwartz

University of Washington

- **R35: Emotional Health of Women with Systemic Lupus Erythematosus: Implications for Health Services Delivery**

Gayle D. Weaver

University of Texas Medical Branch

THURSDAY, February 28, 2002

CONCURRENT ROUNDTABLE SESSION 3

3:15 P.M.–4:45 P.M.

Capitol South

Track 5: Creative Partnering

- **R44: Leveling the Playing Field Through Community Partnerships: Taking on Diabetes**
Susan Palsbo
National Rehabilitation Hospital
- **R45: Tools for Life: Faith-Based Initiatives to Improve Quality of Life in Culturally Diverse Settings**
Ann L. Johnson
Private Consultant
- **R46: Ascertaining Stakeholder's Interest and Willingness to Participate in a Comprehensive Cancer Control Initiative**
Kathryn Rowley
Utah Department of Health
- **R47: Utilization-Focused Evaluation of Two Minnesota Community-Based Tobacco Prevention Programs**
Resa M. Jones
University of Minnesota, School of Public Health
- **R49: The Fathers and Sons Project Enhancing Family Health**
Cassandra Brooks
University of Michigan
- **R55: A Community Advisory Committee's Impact on Domestic Violence Services Following a Natural Disaster**
Pamela A. Gonzales
UCARE Domestic Violence Program for Sampson County
- **R58: Using a Partnership Approach to Facilitate Survey Development and Implementation**
Jean Wiecha
Harvard School of Public Health
- **R60: Assessing and Building Community Capacity by Blending Action with Theory Development**
Mark A. Veazie
Prevention Research Center, University of Arizona College of Public Health

CONCURRENT ROUNDTABLE SESSION 3

3:15 P.M.–4:45 P.M.

Capitol South

■ **R61: Innovative Partnerships and the State and Local Level**

Desiree Backman

California 5 a Day Campaign

■ **R65: Mutual Benefit in Academic-Community Partnerships:
Lessons Learned from Evaluation of the Sarasota Demonstration
Project**

Melinda S. Forthofer

Florida Prevention Research Center

■ **R66: Linking Health and Literacy Development: A Pilot Study
of Researchers, Tutors, and Schools as Partners**

Brandye Mazdra

St. Louis University, School of Public Health

Track 6: Emerging Issues in Chronic Disease

■ **R50: A Measure of Our Success: Developing an Evaluation
Plan for a Statewide Asthma Initiative**

Cheryl S. Schott

Michigan Department of Community Health

■ **R53: Surveillance for Myocardial Infarction in the Marshfield
Epidemiologic Study Area**

Robert T. Greenlee

Marshfield Medical Research Foundation

■ **R54: Programmatic Experience in Applying Human-Subject
Protection Rules**

Robert E. Lieb

Centers for Disease Control and Prevention

■ **R56: Determinants of Physical Activity Among Hispanics with
Arthritis**

Carol Bryant

University of South Florida

■ **R57: Pilot Study: A Work Site Wellness Program in a
Government Agency**

Lucy D. Wilson

Metro Nashville Health Department

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CONCURRENT ROUNDTABLE SESSION 3

3:15 P.M.–4:45 P.M.

Capitol South

Track 8: Building on Research Findings and Methods

- **R48: Survey of Restaurants on Smoking Policies — New Hampshire, 2001**
Elizabeth C. Peterson
New Hampshire Department of Health and Human Services
- **R51: Adenoma Prevalence Among Asymptomatic U.S. Hispanics Residing Near the U.S.–Mexico Border**
Saket Prasad
Texas Tech University
- **R52: Understanding Prevention and Intervention Implications of HIV Risk Behavior Among African American Women**
Eileen M. Yancey
Morehouse School of Medicine
- **R59: Ozone Monitoring Project in Atlanta Metropolitan Counties**
Richard Bright
Morehouse School of Medicine
- **R62: Assessment of Efforts to Gather Data about Health Promotion Effects**
Dhruti Contractor
Yale University School of Public Health
- **R63: Using Qualitative Analysis Software to Analyze Focus Group Results**
Joni Geppert
Minnesota Department of Health
- **R64: Colorectal Cancer Screening Characteristics in an Underserved, Hispanic Population Near the U.S.–Mexico Border**
Roxanne M. Tyroch
Texas Tech University Health Sciences Center
- **R67: Public Health Partnerships: Strategies to Build Comprehensive Federal, State, and Local Obesity Surveillance**
Karen Peterson
Harvard School of Public Health

THURSDAY, February 28, 2002

CONCURRENT SESSION 35

5:00 P.M.–6:30 P.M.

Georgia 1 and 2

Media Training for Public Health Professionals

MODERATOR:

Michael Greenwell, MA
Centers for Disease Control and Prevention

PRESENTER:

- *Communications: The Sharper Message*
Deborah A. Burnette
Public Affairs Consultant

This workshop will focus on the five keys of effective communication, with an emphasis on developing consistent messages for different audiences.

Program Schedule

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 16

5:00 P.M.–6:30 P.M.

Georgia 3 and 4

University/State Health Department Partnerships

MODERATOR:

Martha M. Phillips, PhD, MPH, MBA
University of Alabama, Birmingham
Alabama Department of Public Health

PRESENTERS:

- *Coordination of a Network to Identify Innovative Approaches to Obesity Prevention*
Sally M. Davis, PhD
University of New Mexico Prevention Research Center
- *Insights into Effective Research/Practice Partnerships Following the Texas Tobacco Settlement*
Nell H. Gottlieb, PhD
University of Texas at Austin
- *Application of Conceptual Tools to University/Public Health Department Partnerships*
Barry Sharp, MS
Texas Department of Health, Office of Tobacco Prevention and Control
- *Evaluating and Strengthening a Public Health/Academic Partnership: Contractual Integration of Research, Policy, and Practice*
Jeannette Jackson-Thompson, PhD, MPH
Office of Surveillance, Research and Evaluation

This session explores how to strengthen university and state department of health partnerships that have been created to attain public health goals. Researchers examined a statewide tobacco partnership comprising academic researchers and state health department practitioners to ascertain what characteristics promoted the partnership. University/public health department partnerships, while seemingly having parallel goals, can have divergent objectives (legislative mandate vs. academic research). Using conceptual tools allows partners to examine the partnership from both sides to minimize barriers to each partner's success.

CONCURRENT ABSTRACT SESSION 17

5:00 P.M.–6:30 P.M.

Georgia 5 and 6

Promoting Physical Activity Among Adults

MODERATOR:

Dan Sadler, MPA

Centers for Disease Control and Prevention

PRESENTERS:

- *Determinants of Physical Activity Among Women from Diverse Racial/Ethnic Groups: The Women's Cardiovascular Health Network Project*

Amy A. Eyler, PhD

Saint Louis University, Prevention Research Center

- *Design of a Physical Activity Behavior Change Program for People Over 50*

Teresa Keenan, PhD, MA, BA

American Association of Retired Persons

- *Promoting Physical Activity Among People with Arthritis: Key Formative Research Findings*

Teresa J. Brady, PhD

Centers for Disease Control and Prevention

- *Promotion of Walking in Rural Minority Communities*

Ross C. Brownson, PhD

Saint Louis University, School of Public Health

This session explores personal, environmental, and cultural determinants that have been used to promote physical activity among people aged 50 years or older, in African American communities in rural southeast Missouri, among women from diverse racial/ethnic backgrounds, and among people with arthritis.

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 18

5:00 P.M.–6:30 P.M.

Georgia 7 and 8

Issues in Chronic Disease

MODERATOR:

William R. Maas, DDS, MPH
Centers for Disease Control and Prevention

PRESENTERS:

- *Oral Health Survey of Third-Grade Students — New Hampshire, 2001*

Alcia A. Williams, MD, MPH
New Hampshire Department Health and Human Services

- *Population Assessment of Healthy Days: Exposing the Hidden Burden of Chronic Disease and Disability*

David G. Moriarty, BSEE
Centers for Disease Control and Prevention

- *Establishment of Assistance Centers and Community Service Projects for Alzheimer's Disease*

Rita A. Fahr, MPH
New York State Department of Health

This session will provide insight into surveillance systems that have been used to improve programming. New Hampshire, using indicators from the National Oral Health Surveillance System (NOHSS), established baseline data to show the need for continued efforts to promote water fluoridation and expand sealant use in the state in order to decrease dental decay. The CDC HRQOL "Healthy Days" data acquired in the Behavioral Risk Factor Surveillance System (BRFSS) is being used to characterize the population burden associated with chronic health conditions. New York State has developed 10 Alzheimer's Disease Community Service Projects that provide diagnostic testing, assessment, and care planning services for patients and their families, as well as education and training for health care providers.

CONCURRENT ABSTRACT SESSION 19

5:00 P.M.–6:30 P.M.

Georgia 9 and 10

Approaches to Measure and Reduce Health Disparities

MODERATOR:

Elleen Yancey, PhD

Morehouse School of Medicine

PRESENTERS:

- *Telephone Survey of American Indians Without Residential Phone Service, Using BRFSS-Like Instrument in Oklahoma*

Zoran Bursac, MPH

Oklahoma State Department of Health, Chronic Disease Service

- *The Index of Disparity: A New Statistic for Summarizing Health Disparities*

Jeffrey N. Percy, MS

National Center for Health Statistics

- *Differential Impact of Blood Quantum on Prevalence of Diabetes Among Native Americans in Oklahoma*

Janis E. Campbell, PhD

Oklahoma State Department of Health

- *Effect of Perceived Racism and Discrimination on Hypertension Prevalence in African Americans: Metro Atlanta Heart Disease Study*

Sharon K. Davis, PhD, MPA

Prevention Research Center, Morehouse School of Medicine

Various approaches to measure and reduce health disparities will be provided in this session. The methods used to contact and recruit adult American Indians without residential telephone service to participate in a telephone-based BRFSS-like survey will be described along with how an index was developed to compare the degree of mortality disparity among racial and ethnic groups. The association between blood quantum (degree of Indian blood) and diabetes among Native American adults in Oklahoma will be described followed by a presentation explaining the association between levels of stress in response to perceived racism and discrimination and hypertension prevalence in a sample of African American adults.

THURSDAY, February 28, 2002

CONCURRENT ABSTRACT SESSION 20

5:00 P.M.–6:30 P.M.

Capitol South

Healthy Behavior and Perceptions of Adolescents and Young Adults

MODERATOR:

Diane D. Allensworth, PhD
Centers for Disease Control and Prevention

PRESENTERS:

- *From the Pool Hall to Study Hall: Young Adults and Tobacco*
Linda Pederson, PhD
Centers for Disease Control and Prevention
- *Adolescents' Vulnerability to STIs and Pregnancy: Can They Be Protected Against Risk?*
Linda H. Bearinger, PhD
Center for Adolescent Nursing
- *Do Thoughts Change Behavior or Does Behavior Change Thought? Longitudinal Study of Adolescent Contraceptive Use*
Renee Sieving, RN, PhD
National Teen Pregnancy Prevention Research Center, University of Minnesota

This session examines the impact of adolescent risk and protective factors. The strength of risk vs. protective factors for condom/contraceptive use among sexually experienced adolescents will be discussed along with the reciprocal relationships between teens' normative beliefs, self-efficacy, and attitudes regarding contraception, sex, sexually transmitted disease (STD), and pregnancy and their contraceptive practices.

The latest findings from the Office on Smoking and Health's research on college students' and other young adults' vulnerability to falling prey to a significant increase in tobacco addiction will also be presented.

CONCURRENT ABSTRACT SESSION 21

5:00 P.M.–6:30 P.M.

Capitol Center

Promoting Good Nutrition

MODERATOR:

William H. Dietz, MD, PhD
Centers for Disease Control and Prevention

PRESENTERS:

- **Uniontown Farmers Market Project**
Heidi Hataway, MS
Alabama Department of Public Health, Nutrition and Physical Activity Unit
- **Junk Food Diets Initiate Atherosclerosis in Asymptomatic Teenagers**
Albert Sanchez, PH, MS
Pacific Health Education Center
- **ACTIVATE: A Childhood Overweight Prevention Initiative**
Lisa J. Kelly, MPH
International Food Information Council Foundation
- **Winner's Circle Healthy Dining Program: Where Nutritious Meets Delicious**
Diane Beth, MS
NCDHHS, Division of Public Health — Health Promotion Branch

The panelists will discuss three different projects for promoting healthy eating behaviors. Coordinated community promotional activities conducted with the Alabama Farmers Market Authority and Alabama Cooperative Extension system increased fresh produce to consumers. Healthy eating environments across North Carolina have been created by empowering local partners to offer restaurants technical assistance to identify and promote healthy menu items and to increase consumer demand for these items.

ACTIVATE is a consumer communications outreach program designed to help children and their families achieve healthy lifestyles through regular physical activity and good nutrition. Changes in pathology and risk factors for CVD in teenagers could be prevented by changes in eating habits.

EVENTS

<i>Ancillary Meetings</i>	6:30 a.m.–8:15 a.m. (See page 106)
<i>Continental Breakfast</i>	7:00 a.m.–8:15 a.m. Exhibit Hall
<i>Registration</i>	7:00 a.m.–2:00 p.m. Convention - Level 1
<i>Break and Refreshments</i>	10:00 a.m.–10:30 a.m. Exhibit Hall
<i>The Final Stretch</i>	10:25 a.m.–10:30 a.m. Capitol North
<i>Plenary Presentation</i>	10:30 a.m.–12 Noon Capitol North and Center Ballrooms

CONCURRENT SESSION 36

8:30 A.M.–10:00 A.M.

Georgia 1 and 2

Unlucky Numbers: Gambling with American Indian/Alaskan Native Health

MODERATOR:

Adeline M. Yerkes, RN, MPH
Oklahoma State Department of Health

PRESENTERS:

- *Tribal Partnerships with State Health Departments, the Oklahoma REACH Project*

Lisa Perkins, MS, CHES
Cherokee Nation of Oklahoma

Janis E. Campbell, PhD
Oklahoma State Health Department

- *The Northwest Portland Area Indian Health Board Tribal Registry Project: Tribal Registry Data Linkages as a Solution for Racial Misclassification*

Kelly Gonzales, MPH
Northwest Portland Area Indian Health Board

FACILITATOR:

Ralph Bryan, MD
Senior CDC/ATSDR Tribal Liaison

This workshop will address the impact of data, surveillance, and epidemiology issues and how they impact AI/AN-targeted policies, programs, and health outcomes. Presenters will discuss the current status of data collection methodology and its accuracy, the limitations of those data, how data are used, and what systems or improvements can be implemented to improve the influence of data on AI/AN programs, policies, and health outcomes. The session will also host a discussion of the impact of strengthened surveillance data, partnerships, and shared resources.

FRIDAY, March 1, 2001

CONCURRENT SESSION 37

8:30 A.M.–10:00 A.M.

Georgia 3 and 4

Methods for Determining Economic Returns to Disease Prevention and Control Programs

MODERATOR:

Georjean Stoodt, MD, MPH
California Department of Health Services

PRESENTERS:

■ *Cost-Effectiveness of the “Not-On-Tobacco” Program*

Abdullahi O. Abdulkadri, PhD
Centers for Disease Control and Prevention

■ *Economic Evaluation for Decision Making*

Phaedra S. Corso, PhD, MPA
Centers for Disease Control and Prevention

This session will provide a general overview of the need and the use of economic evaluation in public health, including description of types of economic analyses and steps involved in conducting these analyses. A cost-effectiveness case study involving study design, calculation of CE ratios, and interpretation of results will be provided. Active engagement of workshop participants in the calculation of ratios will be encouraged.

CONCURRENT SESSION 38

8:30 A.M.–10:00 A.M.

Georgia 5 and 6

Progress Report on CDC's National Youth Media Campaign

MODERATOR:

Elizabeth Majestic, MS, MPH
Centers for Disease Control and Prevention

PRESENTERS:

- *Communities in Action: CDC Launches National Campaign to Encourage Positive Activity Among Youth and Families*

Faye L. Wong, MPH, RD
Centers for Disease Control and Prevention

This session will provide an overview of the national campaign, including the national and community rollout plan, available advertising and marketing materials, partnership opportunities, and lessons learned thus far.

FRIDAY, March 1, 2001

CONCURRENT SESSION 39

8:30 A.M.–10:00 A.M.

Georgia 7 and 8

What's Law Got to Do with It? Using Law as a Chronic Disease Intervention

MODERATOR:

Anthony D. Moulton, PhD

*Director, Public Health Law Program,
Centers for Disease Control and Prevention*

PRESENTERS:

■ *If All Else Fails, You Have to Ask the Public*

William R. Maas, DDS, MPH

Centers for Disease Control and Prevention

■ *Way to Grow: Active Communities, a New Direction for State Land Use Plans*

Ruth Charbonneau, RN, JD

New Jersey Department of Health and Senior Services

■ *Legal Assistance for Tobacco Control: Helping Change Social Norms*

Marice Ashe, JD, MPH

Public Health Institute

Three panelists will present case examples of the effective use of law as a chronic disease intervention at the community and state levels. The cases will address tobacco control (youth access, retailing practices, advertising), physical activity (land use planning), and oral health (fluoridation). The presenters will describe critical success factors as well as obstacles and limits encountered and lessons learned. In addition, the presenters will discuss core legal principles that are common to these and many other chronic disease areas. The panelists will respond to questions from the audience.

CONCURRENT ABSTRACT SESSION 22

8:30 A.M.–10:00 A.M.

Georgia 9 and 10

Advocacy for Arthritis Prevention and Control

MODERATOR:

Robert J. McDermott, PhD, FAAHB
Florida Prevention Research Center

PRESENTERS:

■ *Putting Arthritis on the Public Health Agenda*

Lisa Maisels, MSW, MPH
Massachusetts Department of Public Health

■ *Integration of Partners and Establishment of a Comprehensive Arthritis State Plan*

Linda F. Austin, RN
Alabama Department of Public Health, Arthritis Prevention Branch

■ *Essential System Changes Necessary to Improve Arthritis Clinical Care*

Teresa J. Brady, PhD
Centers for Disease Control and Prevention

This session on advocacy for arthritis prevention and control will describe how to engage partners statewide to develop and implement strategies to control arthritis; identify the disease at its earliest stage; initiate prompt, appropriate management; identify the characteristics of high-quality clinical care; and reduce the consequences of arthritis.

FRIDAY, March 1, 2002

CONCURRENT ABSTRACT SESSION 23

8:30 A.M.–10:00 A.M.

Georgia 11 and 12

Health Behavior Research

MODERATOR:

Donna F. Stroup, PhD, MSc
Centers for Disease Control and Prevention

PRESENTERS:

- *Simplified Diabetes Management for Solo Physician Office that Achieved Weight and Glycemic Control*

Mark E. Meijer, MD
Aynor Family Practice

- *The Perception of Exercise in Older Adults with Rheumatoid Arthritis or Osteoarthritis*

Nadine James, MS
University of Alabama at Birmingham

This session on health behavior research will describe the impact of arthritis on quality of life, the associations between perceived disease severity and the Exercise Benefits/Barriers Scale (EBBS) in older adults with arthritis, and how solo physicians can induce dietary changes for diabetic glycemic control by using a simplified patient-friendly and staff-efficient program.

CONCURRENT ABSTRACT SESSION 24**8:30 A.M.–10:00 A.M.**

Atlanta 1 and 2

*Statistical Epidemiological Methods***MODERATOR:**

Margaret Tate, RD, MS
 Arizona Department of Health Services

PRESENTERS:

- *Description of U.S. County Mortality Experience, 1993–1997*
 Norma F. Kanarek, PhD, MPH
 Johns Hopkins University, Bloomberg School of Public Health
- *Risk Stratification Creates More Cost-Effective Health Promotion*
 Martin Root, PhD
 BioSignia, Inc.
- *Development of a Mediation Model for Family-Based Intervention in an Ethnically Diverse Population*
 Kim D. Reynolds, PhD
 AMC Cancer Research Center

Three different models for assisting others to use epidemiologic data will be presented. The use of disease-specific mortality rates and percent improvement for counties by various county-specific sociodemographic factors will be described. Presenters will describe a stratification of risk that uses unique multivariate risk models for multiple diseases to allocate limited health promotion resources more cost-effectively and the use of a mediational model for the design and evaluation of a family-based nutrition and physical activity intervention.

FRIDAY, March 1, 2002

CONCURRENT ABSTRACT SESSION 25

8:30 A.M.–10:00 A.M.

Atlanta 4 and 5

Disease Management

MODERATOR:

Frank Vinicor, MD, MPH

Centers for Disease Control and Prevention

PRESENTERS:

- *Evaluating an Asthma Disease Management Program*

Ming Yin, MS

McKesson HBOC

- *A Systematic Review of the Effectiveness of Health Care System and Self-Management Training Interventions in Diabetes: The Guide to Community Preventive Services*

Susan L. Norris, MSW, MPH

Centers for Disease Control and Prevention

In this session, presenters describe models for disease case management that can improve outcomes such as decreases in hospitalizations, emergency room visits, physician visits, or improvement in physical measures. Personal and institutional barriers to colorectal cancer screening practices are described. An evaluation of disease case management for asthma examines outcomes of patient clinical status, medical service utilization, return-on-investment, and patient satisfaction. Lastly, the recommendations for diabetes care as outlined in the *Guide to Community Preventive Services* were utilized in an analysis that demonstrated improved outcomes.

CONCURRENT ABSTRACT SESSION 26

8:30 A.M.–10:00 A.M.

Capitol South

*Creating Policy and Environmental Change at the Work Site***MODERATOR:**

Gary C. Hogelin, MPA

*Centers for Disease Control and Prevention***PRESENTERS:**

- *What Happens When the Workplace Closes? Using Participatory Research Methods to Solve the Problem*

Salli Benedict, MPH

University of North Carolina Center for Health Promotion and Disease Prevention

- *Creating Collaborations: Establishing the Work Site Inventory Program*

Michael Dietz, MS

Missouri Department of Health

- *Recommendations to CDC for Promoting Best Practices for Work Site Health Promotion*

Dyann Matson Koffman, DrPH, MPH

Centers for Disease Control and Prevention

Workplace health promotion programs provide an opportunity to create supportive environments for healthy behaviors, identify health risks, and link employees with needed health services. In this session, presenters describe the results of a meeting in which national experts in work site health promotion identified best practices for health promotion, disease prevention, and disability management. The second presentation will provide an example of how employee wellness committees are formed to implement low-cost projects to improve workplace support for healthy behaviors and how these committees could be used to assist laid-off workers. The third presentation will discuss how collaboration between state and local public health agencies established a work site inventory intervention program that has improved data collection opportunities as well as communication between state agencies and citizens.

FRIDAY, March 1, 2002

CONCURRENT SKILLS TRAINING SESSION 7

8:30 A.M.–10:00 A.M.

Savannah Rooms - Level 2

State and Community Use of BRFSS HRQOL Data for Planning and Evaluation

MODERATOR:

Renee Sieving, RN, PhD

University of Minnesota Prevention Research Center

INSTRUCTORS:

Matthew M. Zack, MD, MPH

Centers for Disease Control and Prevention

David G. Moriarty, BSEE

Centers for Disease Control and Prevention

Rosemarie Kobau, ASPH Fellow

Centers for Disease Control and Prevention

Participants will use existing BRFSS HRQOL data and methods to prepare prototype HRQOL surveillance reports for their state or community. These reports will emphasize the use of population HRQOL data for planning and evaluation. This session will provide an interactive demonstration of the CDC HRQOL Web site at <http://www.cdc.gov/ncdphp/hrqol>, featuring information about CDC's "Healthy Days" Health-Related Quality of Life (HRQOL) Measures. This Web site includes an overview of state-based HRQOL surveillance since 1993, information on CDC HRQOL methods, disease- and condition-specific findings, state and community health profiles and links, publications and references, and links to other HRQOL resources. Participants will have the opportunity to develop skills in the use of HRQOL Microsoft Access data organized by type of HRQOL measure, geographic area, year, and other characteristics related to their respective chronic disease or prevention programs. Participants will use report templates, graphics methods, and other interactive tools to develop prototype reports for their states and communities.

PLENARY PRESENTATION

10:30 A.M.–12:00 NOON

Capitol North and
Center Ballrooms

MODERATOR:

Virginia Shankle Bales, MPH

Centers for Disease Control and Prevention

PRESENTER:

■ *Patients as Partners: Helping Patients Learn to Self-Manage*

David S. Sobel, MD, MPH

*Director of Patient Education and Health Promotion, Kaiser Permanente
Northern California*

Patients are most often viewed as consumers of health care, and health professionals are seen as the primary health care providers. In fact, 70%–90% of all symptoms are self-diagnosed and self-treated without the help of health professionals. The true primary care providers are people themselves. For example, recent evidence shows that trained lay leaders conducting groups of patients with mixed chronic illnesses can measurably improve health behaviors, enhance health status, and decrease hospitalization. A vital function of the health care system then becomes increasing self-care competence and empowering patients to become active partners in health care. New evidence suggests that properly facilitated group appointments can help patients learn from each other and support each other in the course of routine clinical care. The early results from evaluation of group appointments suggest improved clinical outcomes, reduced costs, and high satisfaction for both patients and professionals. Further, emerging evidence suggests that attitudes, beliefs, and moods may have as great an impact on health status as health behaviors. Health status can be enhanced by strengthening patients' self-efficacy and confidence in living a healthier life with chronic conditions.

CLOSING REMARKS

PRESENTERS:

Paula F. Marmet, MS, RD

Director Bureau of Health Promotion, Kansas Department of Health and Environment

James M. Raczynski, PhD

University of Alabama, Birmingham Prevention Research Center

James S. Marks, MD, MPH

*National Center for Chronic Disease Prevention and Health Promotion, Centers for
Disease Control and Prevention*

Ancillary Meetings

MONDAY, February 25, 2002

WISEWOMAN**1:00 pm - 5:00 pm**

Chris Stockmyer
Centers for Disease Control and Prevention

Capitol Ballroom North

Division of Nutrition and Physical Activity**1:00 pm - 5:00 pm**

Annie Carr
Centers for Disease Control and Prevention

Georgia Room 7

Prevention Research Centers Administrator's Meeting**3:00 pm - 6:00 pm**

Jean Smith
Centers for Disease Control and Prevention

Georgia Room 1

The National Pharmaceutical Council and State Chronic Disease Directors "Building Partnerships for Primary and Secondary Prevention" Forum and Dinner (Invitation Only)**3:00 pm - 9:30 pm**

Michael Stewart
Chronic Disease Directors

Capitol Ballroom South

Prevention Research Centers Evaluation Planning Group**4:00 pm - 6:00 pm**

Jean Smith
Centers for Disease Control and Prevention

Georgia Room 8

TUESDAY, February 26, 2002

Ancillary Meetings

National Association of County and City Health Officials, Tobacco Control and Chronic Disease Advisory Committee	8:00 am - 5:00 pm
Phillip Bouton NACCHO	Georgia Room 8
Prevention Research Director's Meeting #2	8:00 am - 8:00 pm
Jean Smith Centers for Disease Control and Prevention	Georgia Room 10
Chronic Disease Director's Business Meeting	9:00 am - 12 noon
Michael Stewart Chronic Disease Directors	Capitol Ballroom North
Prevention Research Centers Director's Meeting	9:00 am - 5:00 pm
Jean Smith Centers for Disease Control and Prevention	Georgia Rooms 1 and 2
PRC SIPs 15 and 17	11:00 am - 1:00 pm
Beverly Kingsley Centers for Disease Control and Prevention	Georgia Room 9
PRC Community Committee/Community Advisory Board	1:00 pm - 5:00 pm
E. Yvonne Lewis FACED	Georgia Rooms 3 and 4
Coordinated School Health Program Workshop: Science, Surveillance, Strategies and Best Practices for Chronic Disease Prevention and Health Promotion	2:30 pm - 5:30 pm
Stacey Tompkins Centers for Disease Control and Prevention	Capitol Ballroom South
Diabetes Council Business Meeting	4:30 pm - 6:30 pm
Theresa Renn Department for Public Health Chronic Disease Branch	Capitol Ballroom North
PRC SIP 5-01 Network Meeting	6:00 pm - 8:00 pm
Sheryl Schwartz University of Washington	Board Room - Level 2
Arthritis Council	6:00 pm - 8:00 pm
Richard C. Bullough Utah Department of Health	Conference Suite 125 - Mezzanine Level
Cardiovascular Health State Programs	7:00 pm - 9:00 pm
Lois Voelker Centers for Disease Control and Prevention	Georgia Rooms 5 and 6

Ancillary Meetings

WEDNESDAY, February 27, 2002

Policy and Legislative Committee of ASTCDPD**7:00 am - 8:00 am**

Donald O. Lyman
California Department of Health Services

Atlanta Room 4

PRC Communication Committee Meeting**7:00 am - 8:15 am**

Mark Dignan
University of Kentucky

Board Room - Level 2

**National Breast and Cervical Cancer Early Detection
Program Council****7:00 am - 8:15 am**

Kathryn Rowley
Utah State Department of Health

Atlanta Rooms 1 and 2

PRC Research Committee**7:30 am - 8:15 am**

Susan Morrell-Samuels
University of Michigan

Atlanta Room 5

Women's Health Council (Invitation Only)**12 Noon - 1:30 pm**

Adeline Yerkes
Oklahoma State Department of Health

Garden Courtyard

Chronic Disease STEPPS**6:30 pm - 9:30 pm**

Paul Z. Siegel
Centers for Disease Control and Prevention

Georgia Rooms 11 and 12

THURSDAY, February 28, 2002

**Chronic Disease Directors (CDD) Outgoing/Incoming
Board Breakfast**

7:00 am - 8:15 am

Michael Stewart
Chronic Disease Directors

Conference Suite 125
- Mezzanine Level

Prevention Research Center Program Committee

7:30 am - 8:15 am

Renee E. Sieving
University of Minnesota

Board Room - Level 2

Health Care and Aging Studies

6:00 pm - 7:30 pm

Andree Harris
Centers for Disease Control and Prevention

Capitol Ballroom North

SIP 7-00 Obesity Prevention Network

6:00 pm - 8:00 pm

Leslie Cunningham-Sabo
Center for Health Promotion and Disease Prevention

Atlanta Room 1

SIP 7-00 Obesity Prevention Network

6:00 pm - 8:00 pm

Leslie Cunningham-Sabo
Center for Health Promotion and Disease Prevention

Atlanta Room 2

National Alliance for Nutrition and Activity (NANA)

6:00 pm - 8:00 pm

C. Jackson Hataway, Sr.
Alabama Department of Public Health

Atlanta Room 3

Science and Epidemiology Council of CDD

6:00 pm - 8:00 pm

John H. Kurata
California Department of Health Services

Atlanta Room 4

**National Comprehensive Cancer Control Program
Director's Meeting**

6:00 pm - 8:00 pm

Leslie Given
Centers for Disease Control and Prevention

Atlanta Room 5

Women's Cardiovascular Health Network Meeting

7:00 pm - 9:00 pm

Jean Smith
Centers for Disease Control and Prevention

Board Room - Level 2

Cardiovascular Health Council

7:30 pm - 9:00 pm

Joan L. Ware
Utah Department of Health

Capitol Ballroom South

Ancillary Meetings

Ancillary Meetings

FRIDAY, March 1, 2002

NUPAWG

David C. Ramsey
Centers for Disease Control and Prevention

6:30 am - 8:15 am

Board Room - Level 2

Chronic Disease Directors (CDD) Incoming Board Breakfast

Michael Stewart
Chronic Disease Directors

7:00 am - 8:15 am

Conference Suite 125
- Mezzanine Level

Chronic Disease STEPPS

Paul Z. Siegel
Centers for Disease Control and Prevention

7:15 am - 8:15 am

Conference Suite 129
Mezzanine Level

SIP 7-00 Obesity Prevention Network

Leslie Cunningham-Sabo
Center for Health Promotion and Disease Prevention

1:00 pm - 3:00 pm

Georgia Room 7

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